

Presented by: North Bay-Mattawa Conservation Authority

NBMCA'S MATTAWA RIVER CANOE RACE SPONSORSHIP PROPOSAL

Partnering for Impact and Success

Date: June 13, 2026

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Event Overview

NBMCA's Mattawa River Canoe Race

The Mattawa River Canoe Race's 64 km route has 12 portages. In 1996, a shorter 13 km route was introduced to encourage new paddlers and families to join in. For over 45 years, the event has brought together outdoor enthusiasts and athletes of all skill levels. The record for the race was set in 1995 at 5 hrs, 27 mins and 53 seconds. There are paddlers who have participated over 30 times and the most senior paddler was 78 years young. These paddlers have come from across Canada to compete in this marathon paddling event, racing from Trout Lake to the place where the Mattawa and Ottawa Rivers meet. They are following in the historic wake of Indigenous people and European explorers who travelled this waterway, now recognized as a Canadian Heritage River System.





NORTH BAY - MATTAWA CONSERVATION AUTHORITY

North Bay-Mattawa Conservation Authority

North Bay-Mattawa Conservation Authority (NBMCA) was formed under the Conservation Authorities Act of Ontario in 1972 at the request of local municipalities.

We are dedicated to conservation, restoration and development on a watershed basis, considering human, economic and natural environment needs together in an integrated watershed management approach. It is our mission to balance human and economic needs with the needs of the natural environment.

NBMCA's area of jurisdiction equals over 2,900 square kilometres and is based on identified watersheds within the Lake Nipissing and the Ottawa River Basins. Highlights of NBMCA's jurisdictional area include Lake Nipissing, Trout Lake, Wasi Lake, the Mattawa River, the North Bay Escarpment and parts of Algonquin Park.

Why Partner With Us?

Sponsorship Opportunity & Benefits

By sponsoring the Mattawa River Canoe, Kayak, and Stand-Up Paddleboard Race, you will become an important part of a long-standing tradition that celebrates outdoor recreation, healthy living, and environmental stewardship. Your support helps provide participants of all ages with a safe and enjoyable experience on the water while promoting active lifestyles and a connection to nature.

By partnering with us, you are investing not only in the success of this year's race but also in the ongoing positive impact the event has on the community, fostering a culture of wellness, environmental responsibility, and shared enjoyment of our natural spaces. Your sponsorship demonstrates a commitment to the health, recreation, and sustainability of the Mattawa River region for years to come.





Return on Investment (ROI)

- **Community Engagement:** Connect your name/brand with 150+ participants, spectators, and volunteers at this well-established event.
- **Environmental Impact:** Your sponsorship supports environmental education and outreach efforts that reach the people in our watershed, furthering NBMCA's vision of providing effective leadership in the management of our watersheds where partners and communities are actively engaged in balancing human needs with the needs of the natural environment.
- **Brand Visibility:** Multiple opportunities for exposure at the event and on digital platforms ensure that your name is seen by a highly engaged and active community of outdoor enthusiasts and local community members.
- **Positive Association:** Align your business with an event that celebrates nature, health, fitness, and family-friendly fun within our watershed, while attracting visitors and showcasing our region as a premier outdoor tourism destination.

Sponsorship Opportunities

We offer several levels of sponsorship designed to provide your organization with maximum visibility and meaningful recognition before, during, and after the event. Depending on the level of sponsorship, benefits can include logo placement on event materials, banners, and promotional items, recognition on social media and the event website, opportunities to engage directly with participants, and mentions in media releases and at the banquet.

Each sponsorship level is designed to provide unique advantages, ensuring that your support is prominently acknowledged while helping to make the Mattawa River Canoe, Kayak, and Stand-Up Paddleboard Race a successful and memorable experience for participants and the community.



Sponsorship Tiers & Packages

Presenter Sponsor - \$7,000

Pre-race	Race Day/Banquet	Post-race
<ul style="list-style-type: none"> • Title of Event • Mention on 54 radio spots • Link to your website • Logo on rack card (300) • Name included on all media advisories/releases • Social media recognition (minimum 2) • Two race entries given 	<ul style="list-style-type: none"> • Logo on race map • Name/logo on finish/start line banners • Logo on park pass • Social media recognition throughout the day • Logo on large thank you poster at finish and banquet • Four dinner tickets • Frequent mention during banquet • Representative to present first place finishers • Table with product information • Staff volunteers 	<ul style="list-style-type: none"> • Logo/link to company website until Dec. 31, 2026 • Social media recognition post race

Dinner Sponsor - \$5,000

Pre-race	Race Day/Banquet	Post-race
<ul style="list-style-type: none"> • Mention on 54 radio spots • Link to your website • Logo on rack card (300) • Name included on all media advisories/releases • Social media recognition • One race entry given 	<ul style="list-style-type: none"> • Logo on race map • Social media recognition throughout the day • Logo on large thank you poster at finish and banquet • Logo on dinner ticket • Cards on tables acknowledging sponsorship • Two dinner tickets • Mention during banquet • Company banner at finish (company supplied) • Staff volunteers 	<ul style="list-style-type: none"> • Logo/link to company website until Dec. 31, 2026 • Social media recognition post race

Sponsorship Tiers & Packages

Family Race Sponsor - \$3,000

Pre-race	Race Day/Banquet	Post-race
<ul style="list-style-type: none"> • Mention on 54 radio spots • Link to your website • Logo on rack card (300) • Name included on all media advisories/releases • Social media recognition • One race entry given 	<ul style="list-style-type: none"> • Logo on race map • Social media recognition throughout the day • Logo on large thank you poster at finish and banquet • Logo on park pass • Two dinner tickets • Mention during banquet • Representative to present first place finishers (family race) • Company banner at finish (company supplied) 	<ul style="list-style-type: none"> • Logo/link to company website until Dec. 31, 2026 • Social media recognition post race

River Sponsor - \$2,000

Pre-race	Race Day/Banquet	Post-race
<ul style="list-style-type: none"> • Mention on 27 radio spots • Link to your website • Logo on rack card (300) • Social media recognition • One race entry given 	<ul style="list-style-type: none"> • Logo on race map • Logo on large thank you poster at finish and banquet • Two dinner tickets • Mention during banquet • Company banner at finish (company supplied) • Staff volunteers 	<ul style="list-style-type: none"> • Logo/link to company website until Dec. 31, 2026 • Social media recognition post race

Safety Sponsor - \$1,000

Pre-race	Race Day/Banquet	Post-race
<ul style="list-style-type: none"> • Mention on 27 radio spots • Link to your website • Logo on rack card (300) • Social media recognition 	<ul style="list-style-type: none"> • Logo on race map • Logo on all safety materials • Logo on large thank you poster at finish and banquet • Two dinner tickets • Mention during banquet 	<ul style="list-style-type: none"> • Logo/link to company website until Dec. 31, 2026 • Social media recognition post race

Sponsorship Tiers & Packages

Race Category Sponsor - \$800

Pre-race	Race Day/Banquet	Post-race
<ul style="list-style-type: none">Name on rack card (300)	<ul style="list-style-type: none">Logo on race mapLogo on large thank you poster at finish and banquetTwo dinner ticketsMention during banquet	<ul style="list-style-type: none">Link to company website until Dec. 31, 2026

Checkpoint Sponsor - \$500

Pre-race	Race Day/Banquet	Post-race
<ul style="list-style-type: none">Name on rack card (300)	<ul style="list-style-type: none">Logo on checkpoint signsLogo on large thank you poster at finish and banquetTwo dinner ticketsMention during banquet	<ul style="list-style-type: none">Link to company website until Dec. 31, 2026

Prize Sponsor - \$200

Race Day/Banquet	Post-race
<ul style="list-style-type: none">Logo on large thank you poster at finish and banquetMention during banquet	<ul style="list-style-type: none">Link to company website until Dec. 31, 2026

THANK YOU FOR YOUR CONSIDERATION

We look forward to a successful partnership!

CONTACT

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