

NBMCA's Mattawa River Canoe Race Sponsorship Proposal



Celebrating 45+ Years of Community, Adventure,
& Environmental Stewardship!





Event Overview

Join us for the Mattawa River Canoe/Kayak and Stand-Up Paddleboarding Race on June 14, 2025! For over 45 years, our event has brought together outdoor enthusiasts and athletes of all skill levels. Proceeds from the event support environmental education and outreach initiatives, making your sponsorship an investment in both the race and local watershed.

Sponsorship Opportunities

We offer several levels of sponsorship to ensure that your name/brand gets maximum exposure. From presenting sponsors to prize sponsors, each package includes unique benefits designed to meet your marketing goals.

Return on Investment (ROI)

- **Community Engagement:** Connect your name/brand with 200+ 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 touchpoints 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.

Why Partner With Us?

By sponsoring the Mattawa River Canoe, Kayak, and Stand-Up Paddle Boarding Race, you will become a part of a tradition that supports healthy living, outdoor recreation, and environmental stewardship. Your contribution will help ensure the future success of the event and its positive impact on the community.

Contact Information

For sponsorship inquiries or more information, please contact:

Paula Loranger, Community Relations Coordinator

Phone: 705-494-5115

Email: paula.loranger@nbmca.ca

Website: mattawarivercanoerace.ca

Thank You for Supporting the Mattawa River Canoe, Kayak, and Stand-Up Paddleboarding Race!

Presenter Sponsor - \$7,000 – Susan Weiskopf, IG Wealth Management (Filled)

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, 2025• 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, 2025• Social media recognition post race

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, 2025• 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, 2025• 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, 2025• Social media recognition post race

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 map• Logo on large thank you poster at finish and banquet• Two dinner tickets• Mention during banquet	<ul style="list-style-type: none">• Link to company website until Dec. 31, 2025

Pre-Race Sponsor - \$700

Pre-race	Race Day/Banquet	Post Race
<ul style="list-style-type: none">• Name on promotional materials for hike	<ul style="list-style-type: none">• Sign at trailhead during hike• Opportunity to attend hike• Mention during hike• Social media recognition before hike	<ul style="list-style-type: none">• Link to company website until Dec. 31, 2025

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 signs• Logo on large thank you poster at finish and banquet• Two dinner tickets• Mention during banquet	<ul style="list-style-type: none">• Link to company website until Dec. 31, 2025

Prize Sponsors - \$100

Pre-race	Race Day/Banquet	Post Race
	<ul style="list-style-type: none">• Logo on large thank you poster at finish and banquet• Mention during banquet	<ul style="list-style-type: none">• Link to company website until Dec. 31, 2025