



# NBMCA's 2024 Mattawa River Canoe Race

64 km Marathon Race - North Bay to Mattawa  
13 km Race - Samuel de Champlain Park to Mattawa  
**June 8, 2024**



## 2024 Sponsorship Opportunities

**PRESENTING**  
\$7,000 - Filled

**DINNER**  
\$5,000

**FAMILY RACE**  
\$3,000

**RIVER**  
\$2,000

**SAFETY**  
\$1,000

**RACE CATEGORY**  
\$800

**PRE-RACE HIKE**  
\$700

**CHECKPOINT**  
\$500

**PRIZE SPONSORS**  
\$100 or prizes

**Friends of the  
Mattawa River  
Canoe Race**  
Cash donations



## Do you have a passion for adventure?

The Mattawa River Canoe Race gives you an opportunity to align your personal and corporate values with environmental sustainability, stewardship, ecotourism or health and fitness!

**Would you like to see your company's name and brand associated with a prestigious sporting event that challenges canoe, kayak, and stand-up paddle board paddlers to test their skill and stamina for 64 km against multiple rapids, portages, open water, and 100+ other paddlers from across Ontario, and Canada - right here on the Mattawa River!**

The 64 km Mattawa River Canoe Race is a marathon like no other!

And in 2024, we'd love for you and your company to be a part of it. By becoming a sponsor, you align your company with a historic race and in the process, support the NBMCA environmental, outreach and stewardship programs.

We'd love to explore the opportunity that awaits you! **Let's talk!**

**To explore sponsorship opportunities, contact  
Paula Loranger – [paula.loranger@nbmca.ca](mailto:paula.loranger@nbmca.ca)  
Call or text : 705-497-4999**



**Be a part of history!  
Support ecotourism and  
environmental stewardship!**

# Mattawa River Canoe Race Sponsorship – January 16, 2024



Sponsorship Type	Pre-race	Race Day	Race Day Banquet	Post Race
<b>Presenter</b> <i>Contribution: \$7,000</i>	<ul style="list-style-type: none"> <li>Title of Event</li> <li>Mention on 54 radio spots</li> <li>Link to your website</li> <li>Logo on buckslips (500)</li> <li>Logo on paid media ad</li> <li>Name included on all media advisories/releases</li> <li>Mentions on social media</li> </ul>	<ul style="list-style-type: none"> <li>Logo on race map</li> <li>Staff volunteers</li> <li>Logo on park pass</li> <li>Two race entries</li> <li>Company banner at finish (company supplied)</li> <li>Mentions on social media throughout the day</li> </ul>	<ul style="list-style-type: none"> <li>Logo on large thank you poster</li> <li>Four dinner tickets</li> <li>Frequent mention during banquet</li> <li>Representative to present top award</li> <li>Table with product information</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> <li>Social media mention of company's environmental initiatives</li> </ul>
<b>Dinner</b> <i>Contribution: \$5,000</i>	<ul style="list-style-type: none"> <li>Mention on 54 radio spots</li> <li>Link to your website</li> <li>Logo on buckslips (500)</li> <li>Logo on paid media ad</li> <li>Name included on all media advisories/releases</li> <li>Mentions on social media</li> </ul>	<ul style="list-style-type: none"> <li>Staff volunteers</li> <li>One race entry</li> <li>Company banner at finish (company supplied)</li> <li>Mentions on social media throughout the day</li> </ul>	<ul style="list-style-type: none"> <li>Logo on large thank you poster</li> <li>Logo on dinner ticket</li> <li>Cards on tables acknowledging sponsorship</li> <li>Two dinner tickets</li> <li>Mention during banquet</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> <li>Social media mention of company's environmental initiatives</li> </ul>
<b>Family Race</b> <i>Contribution: \$3,000</i>	<ul style="list-style-type: none"> <li>Mention on 54 radio spots</li> <li>Link to your website</li> <li>Logo on buckslips (500)</li> <li>Logo on paid media ad</li> <li>Name included on all media advisories/releases</li> <li>Mentions on social media</li> </ul>	<ul style="list-style-type: none"> <li>Staff volunteers</li> <li>Logo on park pass</li> <li>One race entry</li> <li>Company banner at finish (company supplied)</li> <li>Mention on social media at race start</li> </ul>	<ul style="list-style-type: none"> <li>Logo on large thank you poster</li> <li>Two dinner tickets</li> <li>Mention during banquet</li> <li>Representative to present top award (family race)</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> <li>Social media mention of company's environmental initiatives</li> </ul>
<b>River</b> <i>Contribution: \$2,000</i>	<ul style="list-style-type: none"> <li>Mention on 36 radio spots</li> <li>Link to your website</li> <li>Logo on buckslips (500)</li> <li>Logo on paid media ad</li> </ul>	<ul style="list-style-type: none"> <li>Staff volunteers</li> <li>One race entry</li> <li>Company banner at finish (company supplied)</li> </ul>	<ul style="list-style-type: none"> <li>Logo on thank you poster</li> <li>Two dinner tickets</li> <li>Mention during banquet</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> </ul>

# Mattawa River Canoe Race Sponsorship – November 21, 2023



Sponsorship Type	Pre-race	Race Day	Race Day Banquet	Post Race
<b>Safety</b> <i>Contribution: \$1,000</i>	<ul style="list-style-type: none"> <li>Mention on 36 radio spots</li> <li>Link to your website</li> <li>Logo on buckslips (500)</li> <li>Logo on paid media ad</li> </ul>	<ul style="list-style-type: none"> <li>Logo on all safety materials</li> </ul>	<ul style="list-style-type: none"> <li>Logo on thank you poster</li> <li>Two dinner tickets</li> <li>Mention during banquet</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> </ul>
<b>Race Category</b> <i>Contribution: \$800</i>	<ul style="list-style-type: none"> <li>Name on buckslips (500)</li> </ul>	<ul style="list-style-type: none"> <li>Logo on all race category printouts</li> </ul>	<ul style="list-style-type: none"> <li>Logo on thank you poster</li> <li>Two dinner tickets</li> <li>Mention during banquet</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> </ul>
<b>Pre-Race Hike</b> <i>Contribution: \$700</i>	<ul style="list-style-type: none"> <li>Name on promotional items related to hike</li> </ul>	<ul style="list-style-type: none"> <li>Sign at trailhead during hike</li> <li>Opportunity to attend hike</li> <li>Company mention at hike</li> </ul>		<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> </ul>
<b>Checkpoint</b> <i>Contribution: \$500</i>	<ul style="list-style-type: none"> <li>Name on buckslips (500)</li> </ul>	<ul style="list-style-type: none"> <li>Signage at 3 checkpoints</li> </ul>	<ul style="list-style-type: none"> <li>Logo on thank you poster</li> <li>Two dinner tickets</li> <li>Mention during banquet</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> </ul>
<b>Prize</b> <i>Contribution: \$100</i>			<ul style="list-style-type: none"> <li>Logo on thank you poster</li> <li>Mention during banquet</li> </ul>	<ul style="list-style-type: none"> <li>Logo/link to company website until December 31, 2024</li> </ul>
<b>Friends of the Mattawa River</b> <i>Any donation (over \$20)</i>	<ul style="list-style-type: none"> <li>Charitable Tax Receipt</li> </ul>			



**Mattawa River Canoe Race**  
 North Bay-Mattawa Conservation Authority  
 (705) 474-5420  
[www.mattawarivercanoeace.ca](http://www.mattawarivercanoeace.ca)

Paula Loranger, Community Relations  
 Coordinator [paula.loranger@nbmca.ca](mailto:paula.loranger@nbmca.ca)  
 705-494-5115

