

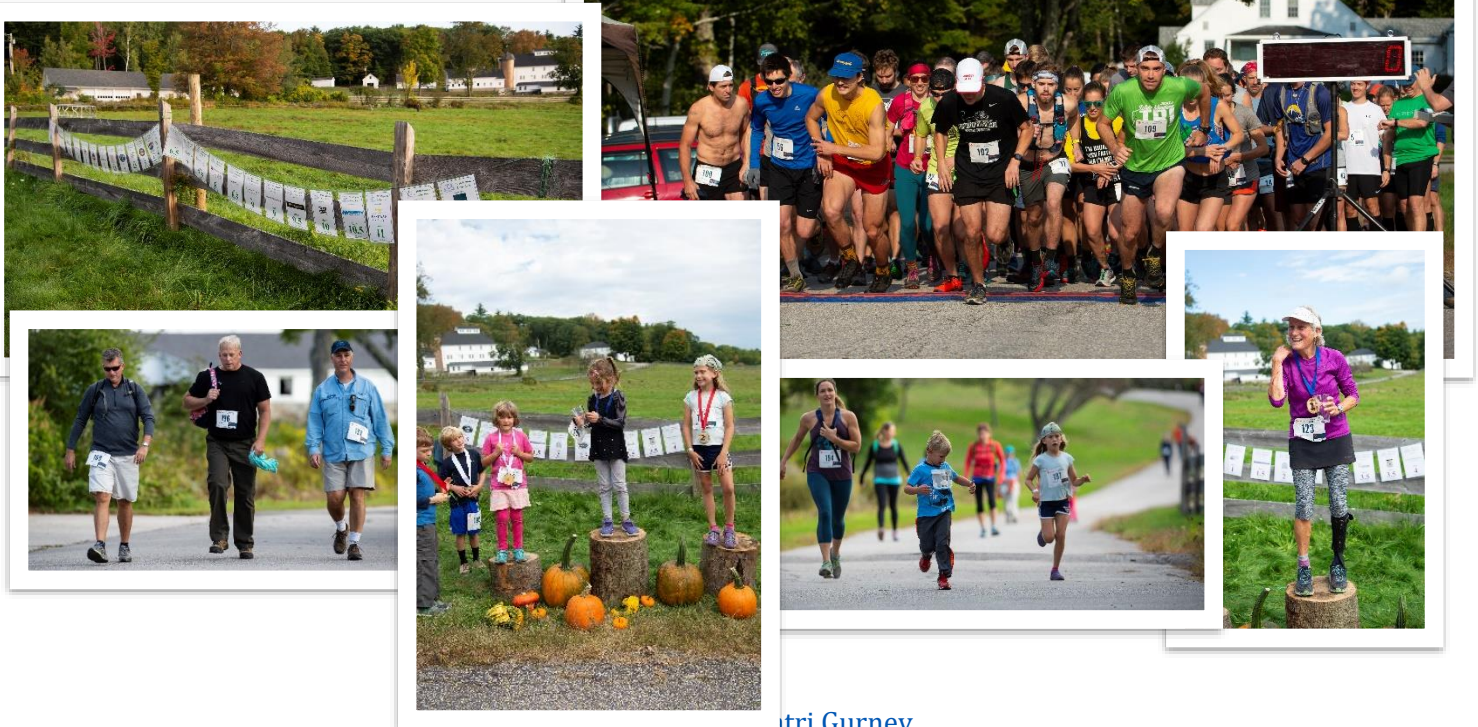


## SQUAM RIDGE RACE Sunday, September 25, 2022

The Squam Lakes Association (SLA) is excited to announce the **10<sup>th</sup> Annual Squam Ridge Race**, a 12 and 4 mile rugged trail race and family hike that traverses part of the Squam Range with amazing views of Squam Lake and the surrounding watershed. Scheduled for Sunday, September 25th, this event is a fundraiser to benefit the upkeep and maintenance of the SLA's 50 plus miles of trail network throughout the Squam Range, enjoyed by over 100,000 people each year. This event is family-friendly and people from all over New England enjoy participating in the race and hike, and cheering on the athletes. This year, funds can be allocated toward the significant work occurring on our most popular trail - the Old Bridle Path up West Rattlesnake. You can see the attached document for more information about the project.

The SLA invites sponsorships at various levels for this event. The Squam Ridge Race is an excellent opportunity for you to market your business; we offer a great return on investment with far-reaching and impactful marketing opportunities. This event grows each year and attracts hundreds of racers, hikers, and fans to the area. Our promotions via social media, press releases, and visuals at our headquarters reach tens of thousands of people, and recognition in our newsletter will put your business in front of SLA's members (over 1,500 households). Most importantly, you get to be part of one of the most unique fall events in the Squam Lakes area all while supporting a great cause!

Squam Ridge Race sponsors help to support our trail management and the important mission-focused work of the Squam Lakes Association, including conservation, education, watershed wellness, and low-impact access to the most beautiful lakes and trails in New Hampshire.



Traci Gurney  
534 US Rte 3, Holderness, NH 03245  
(603) 968-7336 [www.squamlakes.org](http://www.squamlakes.org) [info@squamlakes.org](mailto:info@squamlakes.org)

Please join us in keeping our Squam Lakes trails protected and preserved, and celebrate all that our area has to offer with our Squam community!

**Benefits of Ridge Race Sponsorship:**

- ❖ Align with the Squam Lake Association, the Lakes Region’s oldest conservation non-profit, incorporated in 1904
- ❖ Invest in the management of 50 plus miles of Squam Range trails and your community
- ❖ Generate community goodwill
- ❖ Access a targeted and engaged audience of consumers (over 100,000 hikers access our trails each year!)
- ❖ Increase brand awareness for your corporation or organization
- ❖ Make a lasting difference for the environment!
- ❖ This year, you have the opportunity to designate your sponsorship to the Old Bridle Path up West Rattlesnake

Sponsorship guarantees exposure to this diverse crowd, and to our entire SLA membership of over 1,500 households. We hope you will consider supporting this event and the SLA trail network.

Sponsorship levels	Ridge Line Sponsor	Race Start and Finish Line Sponsors	Trail Sponsor	Aid Station Sponsor (2 for each station)	Mile Marker Sponsor
Donation Amount Number of Sponsorships Available	\$3,000 1	\$2000 2	\$1000 10	\$500 10	\$175
Prominent Logo on all event materials*	Yes	Yes	Yes		
Sponsor name in pre-event press releases	Yes	Yes	Yes		
Logo on Event Poster	Yes	Yes	Yes		
Complimentary Race Entries	4 - race or hike	3 - race or hike	2 - race or hike	1 - race or hike	
Prominent Vendor Spot at start/finish	Yes	Yes	Yes		
Logo and name in the next <i>Loon Flyer</i> (mailed to over 1,500 member households and available online)	Yes	Yes	Yes	Yes	
Sponsor name in SLA Annual Report (in print and online)	Yes	Yes	Yes	Yes	Yes
Logo on Ridge Race T Shirt*	Yes	Yes	Yes		
Logo and sponsor name on all internet materials	Yes	Yes	Yes	Yes	Yes
Social Media Mentions to 4,000+ people	Yes	Yes	Yes	Yes	Yes
Website and logo on the event website	Yes	Yes	Yes	Yes	Yes
Logo on mile markers (every ½ mile)	Yes	Yes	Yes	Yes	Yes
Banner on site (supplied by sponsor)	Yes	Yes	Yes	Yes	Yes
Supports the trail network around Squam	Yes	Yes	Yes	Yes	Yes

\*As long as commitment, logos, and/or shirt orders are received prior to going to print or production

The Squam Lakes Association is dedicated to conserving for public benefit the natural beauty, peaceful character, and resources of the watershed. In collaboration with local and state partners the SLA promotes the protection, careful use, and shared enjoyment of the lakes, mountains, forests, open spaces, and wildlife of the Squam Lakes region.

The Squam Lakes Association (Fed ID 02-0256498) is a non-profit organization issued exemption under section 501(c)3 of the Internal Revenue Code, and gifts to the association are tax-deductible to the extent allowable by law.

**Yes! (Company/Organization) \_\_\_\_\_ will Sponsor the 2022 Squam Ridge Race.**

- as the Ridge Line Presenting Sponsor at \$3,000.
- as one of two Start or Finish Line Sponsors at \$2,000.
- as one of ten Squam Trail Sponsors at \$1,000.
- as one of ten Aid Station Sponsors at \$500.
- as a Mile Marker Sponsor at \$175.

Please return this form to the  
Squam Lakes Association  
Attn: Ridge Race  
534 US Rte. 3  
Holderness, NH 03245  
or email to  
Afrancesco@SquamLakes.org

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- I have included a check
- Please send an invoice to the above address



- Please use these funds for the entire SLA Trail System
- Please designate these funds for work on the Old Bridle Path up West Rattlesnake

## 2021 SQUAM RIDGE RACE SPONSORS LEVELS & BENEFITS

### Ridge Line Presenting Sponsor

**\$3,000 – 1 available**

- Prominent logo display on all event materials including poster, race shirts, and announcements\*
- Event day promotion, prominent signage with logo on mile marker
- Publicly recognized in event day remarks
- Logo in next SLA newsletter, *The Loon Flyer* which reaches over 1,500 Squam households and in the 2022 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Prominent logo display on recognition poster at SLA headquarters through fall, 2023
- Banner at event (supplied by sponsor)
- Complimentary race entries (4 total for either race or hike)
- Supports Squam Range Trail Network

### Start or Finish Line Sponsor

**\$2,000 – 2 available**

- Logo display on all event materials including poster, race shirts, and announcements\*
- Event day promotion, signage with logo on mile marker
- Publicly recognized in event day remarks
- Logo in next SLA newsletter, *The Loon Flyer* which reaches over 1,500 Squam households and in the 2022 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Prominent logo display on recognition poster at SLA headquarters through fall, 2023
- Banner at event (supplied by sponsor)
- Complimentary race entries (3 total for either race or hike)
- Supports Squam Range Trail Network

### Squam Trail Sponsor

**\$1,000 – 10 available**

- Logo display on all event materials including poster, race shirts, and announcements\*
- Event day promotion, signage with logo on mile marker
- Logo in next SLA newsletter, *The Loon Flyer* which reaches over 1,500 Squam households and in the 2022 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Prominent logo display on recognition poster at SLA headquarters through fall, 2023
- Banner at event (supplied by sponsor)
- Complimentary race entries (2 total for either race or hike)
- Supports Squam Range Trail Network

The **Squam Lakes Association** is dedicated to conserving for the public benefit the natural beauty, peaceful character, and resources of the watershed. In collaboration with local and state partners the SLA promotes the protection, careful use and shared enjoyment of the lakes, mountains, forests, open spaces, and wildlife of the Squam Lakes region. Squam Lakes Association (fed id 02-0256498) is a non-profit organization issued exemption under section 501(c)(3) of the Internal Revenue Code and gifts to the association are tax-deductible to the extent allowable by law.

### Aid Station Sponsor

**\$500 – 10 available**

- Logo display on event materials including poster and announcements\*
- Event day promotion, signage with logo on mile marker
- Logo in next SLA newsletter, *The Loon Flyer* which reaches over 1,500 Squam households and in the 2022 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Prominent logo display on recognition poster at SLA headquarters through fall, 2023
- Banner at event (supplied by sponsor)
- Complimentary race entry (1 total for either race or hike)
- Supports Squam Range Trail Network

### Mile Marker Sponsor

**\$175**

- Event day promotion, signage with logo on mile marker
- Logo in next SLA newsletter, *The Loon Flyer* which reaches over 1,500 Squam households and in the 2022 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Prominent logo display on recognition poster at SLA headquarters through fall, 2023
- Recognition on SLA Facebook page
- Logo display on recognition poster at SLA headquarters through fall, 2022
- Supports Squam Range Trail Network

### In-Kind Sponsor Opportunities

*In-kind contributions are greatly appreciated and help to ensure that more money can go directly to support SLA's trail management programs. In-kind sponsors will receive the same benefits as our cash sponsors according to the levels outlined in the Sponsorship Benefits listings. In-kind sponsors of \$25 - \$174 will be recognized on the SLA event website, and are supporting the trail network.*

- ❖ **Food Sponsors** – Food donations for our amazing athletes, hikers, and fans
- ❖ **Materials Sponsors** – Materials needed to put on the race, signage, grade stakes, etc.

**\*as long as commitment and logo are received prior to race shirt print/production**

## Thank you for your generous support!

For more information about the event, please contact Director of Development  
Angi Francesco  
afrancesco@squamlakes.org  
(603) 968-7336 ext. 16

Race Director Katri Gurney  
534 US Rte 3, Holderness, NH 03245  
(603) 968-7336 [www.squamlakes.org](http://www.squamlakes.org) [info@squamlakes.org](mailto:info@squamlakes.org)