



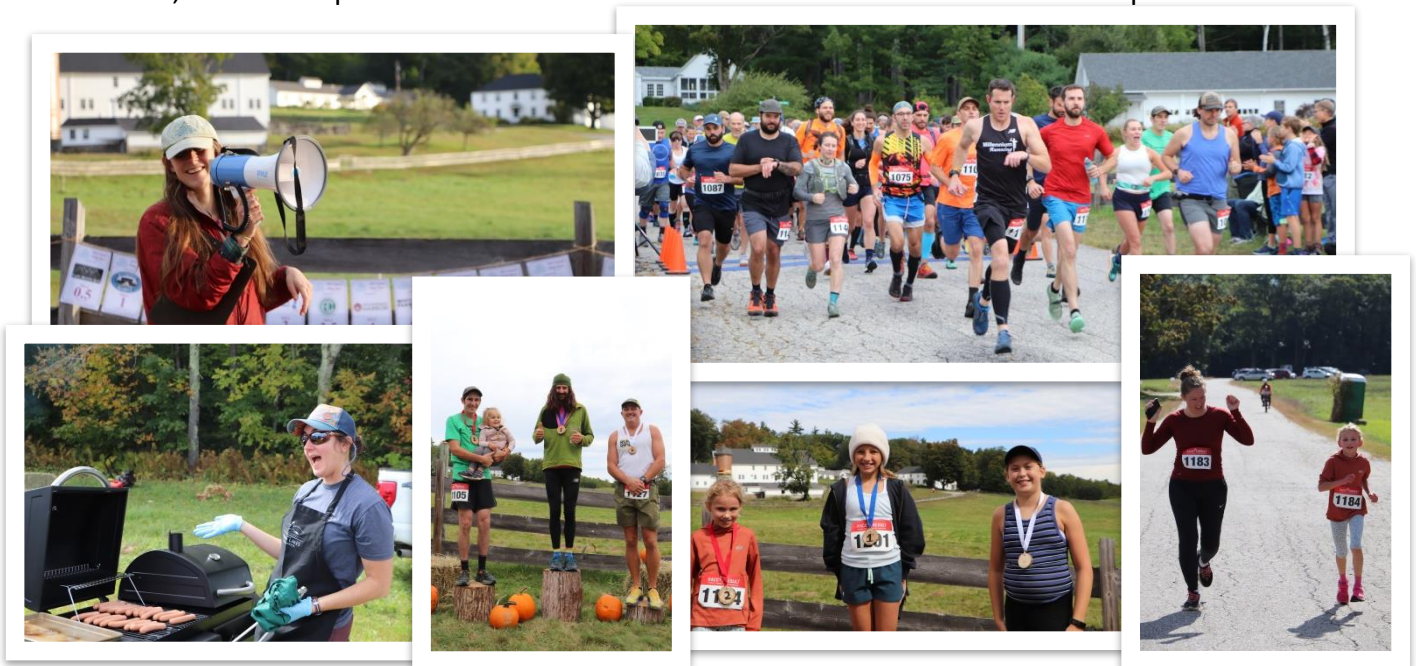
SQUAM RIDGE RACE

Sunday, September 24, 2023

The Squam Lakes Association (SLA) is excited to announce the **11th 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 24th, 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.

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.



Sponsorship guarantees exposure to a 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, joining us in keeping our Squam Lakes trails protected and preserved.

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

Sponsorship Levels	Ridge Line Sponsor	Race Start & Finish Line Sponsor	Trail Sponsor	Aid Station Sponsor	Mile Marker Sponsor
Donation Amount # available	\$3,000 1	\$2,000 2	\$1000 1	\$500 10	\$175
Prominent logo on all event materials	✓	✓	✓		
Sponsor name in pre-event press release	✓	✓	✓		
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	✓	✓	✓		
Logo & name in the next Loon Flyer (mailed to over 1,500 member households)	✓	✓	✓	✓	
Logo on Ridge Race T- Shirt*	✓	✓	✓	✓	
Banner on site (supplied by sponsor)	✓	✓	✓	✓	
Logo and sponsor name on all internet materials	✓	✓	✓	✓	✓
Social Media Mentions to 4,000+ people	✓	✓	✓	✓	✓
Website and logo on the event website	✓	✓	✓	✓	✓
Logo on mile markers (every 1/2 mile)	✓	✓	✓	✓	✓
Sponsor name in SLA Annual Report	✓	✓	✓	✓	✓
Supports the trail network around Squam	✓	✓	✓	✓	✓

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

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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 2023 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 nine 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
Rcoughlin@SquamLakes.org

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____

Email: _____

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



2023 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 2023 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Mile marker with logo displayed at SLA headquarters after event for up to 1 year
- 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 2023 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Mile marker with logo displayed at SLA headquarters after event for up to 1 year
- 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 2023 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Mile marker with logo displayed at SLA headquarters after event for up to 1 year
- Banner at event (supplied by sponsor)
- Complimentary race entries (2 total for either race or hike)
- Supports Squam Range Trail Network

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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 2023 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Mile marker with logo displayed at SLA headquarters after event for up to 1 year
- 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 2023 SLA Annual Report
- Social media recognition posts and recognition on SLA Facebook page
- Mile marker with logo displayed at SLA headquarters after event for up to 1 year
- Recognition on SLA Facebook page
- 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 Trails & Access**

Katri Gurney

kgurney@squamlakes.org

(603) 968-7336

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