



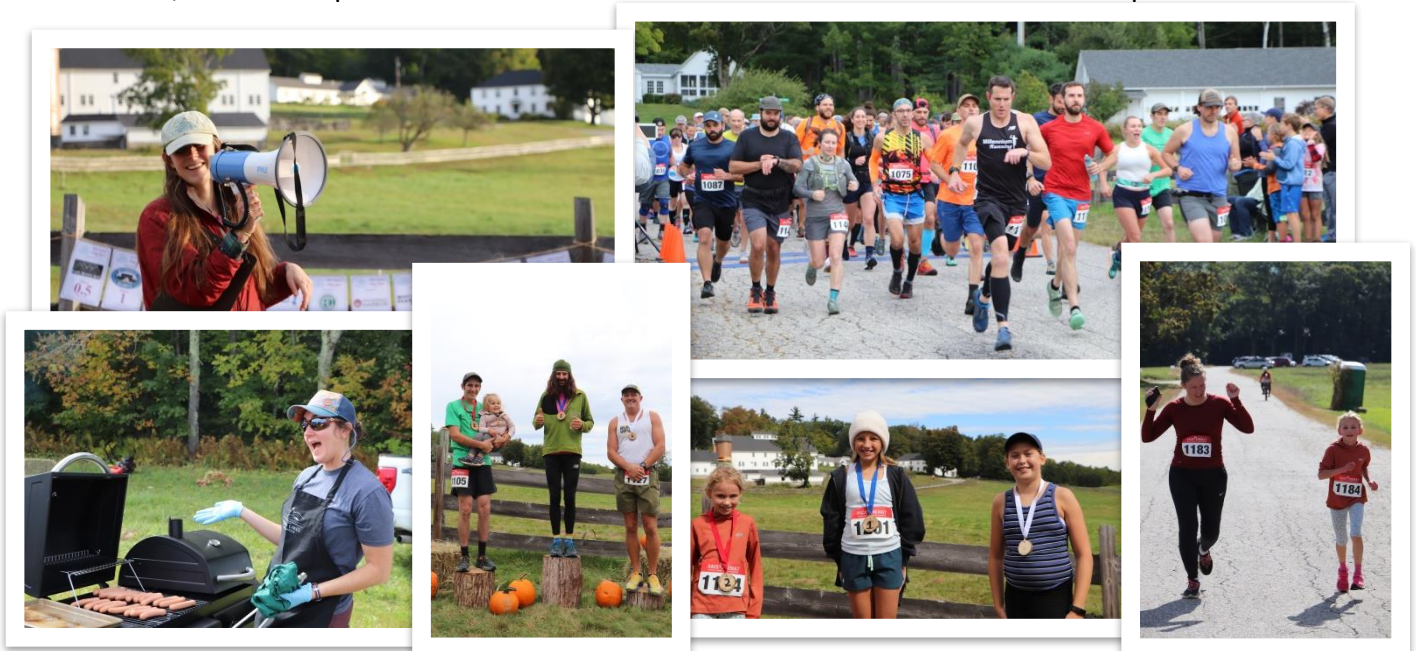
SQUAM RIDGE RACE

Sunday, September 29, 2024

The Squam Lakes Association (SLA) is excited to announce the **12th 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 29th, this event is a fundraiser to benefit the upkeep and maintenance of the SLA's 55 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 kgurney@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 4	\$1000 8	\$500 9	\$175
Stand-alone post on social media	✓				
Prominent logo on all event materials	✓				
Logo on all event materials	✓	✓			
Representative spot at start/finish	✓	✓			
Sponsor name in pre-event press release	✓	✓			
Logo & name in the next Loon Flyer (mailed to over 1,500 member households)	✓	✓	✓		
Banner on site (supplied by sponsor)	✓	✓	✓	*Banner on aid station	
Complimentary race entries	4 - Race or Hike	3 - Race or Hike	2 - Race or Hike	1 - Race or Hike	
Logo on Ridge Race T- Shirt*	✓	✓	✓	✓	
Social Media Mentions to 6,000+ people	✓	✓	✓	✓	
URL and logo on the SLA Ridge Race webpage	✓	✓	✓	✓	✓
Logo on a mile marker (every 1/2 mile)	✓	✓	✓	✓	✓
Sponsor name in SLA Annual Report	✓	✓	✓	✓	✓
Supports the trail network around Squam	✓	✓	✓	✓	✓

**As long as commitment and logos are received prior to t-shirts going to print or production (8/31/24).*

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 2024 Squam Ridge Race.**

- as the Ridge Line Presenting Sponsor at \$3,000.
- as one of four Start or Finish Line Sponsors at \$2,000.
- as one of eight 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
kgurney@squamlakes.orr

Mailing Address: _____

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

Phone: _____

Email: _____

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



2024 SQUAM RIDGE RACE SPONSORS LEVELS & BENEFITS

All Sponsor Levels Receive Below Benefits:

- Business URL and Logo displayed on SLA's Ridge Race webpage.
- Logo displayed on a mile marker along one of the race courses (positioned every ½ mile.)
- Sponsor name in the SLA Annual Report.
- SUPPORTS THE TRAIL NETWORK AROUND SQUAM!

Ridge Line Presenting Sponsor

\$3,000 – 1 available

- Stand-alone logo post on SLA's Facebook and Instagram (6,000+ followers.)
- Prominent logo displayed on all event materials (by size and placement.)
- A spot at the race start/finish line for a representative from your organization to set up a table.
- Mentions in the press releases before event.
- Logo and name in the next version of the Loon Flyer, a biannual newsletter mailed to 1,500+ households.
- Banner displayed on site day of event (*supplied by sponsor).
- 4 Complimentary race entries for either race/hike.
- Logo displayed on the back of the Ridge Race t-shirt.*
- Social media mentions to 6,000+ people.

Start or Finish Line Sponsor

\$2,000 – 4 available

- Logo displayed on all event materials.
- A spot at the race start/finish line for a representative from your organization to set up a table.
- Mentions in the press releases before event.
- Logo and name in the next version of the Loon Flyer, a biannual newsletter mailed to 1,500+ households.
- Banner displayed on site day of event (*supplied by sponsor).
- 3 Complimentary race entries for either race/hike.
- Logo displayed on the back of the Ridge Race t-shirt.*
- Social media mentions to 6,000+ people.

Squam Trail Sponsor

\$1,000 – 8 available

- Logo and name in the next version of the Loon Flyer, a biannual newsletter mailed to 1,500+ households.
- Banner displayed on site day of event (*supplied by sponsor).
- 2 Complimentary race entries for either race/hike.
- Logo displayed on the back of the Ridge Race t-shirt.*
- Social media mentions to 6,000+ people.

Aid Station Sponsor

\$500 – 9 available

- Banner displayed on aid station day of event (*supplied by sponsor).
- 1 Complimentary race entries for either race/hike.
- Logo displayed on the back of the Ridge Race t-shirt.*
- Social media mentions to 6,000+ people.

Mile Marker Sponsor

\$175

- As stated at top of page.

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.
- ❖ **Service Sponsors** – Body massages for runners, timekeeping, DJing, etc.



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Thank you for your generous support!

For more information about the event, please
contact Director of Trails & Access

Katri Gurney

kgurney@squamlakes.org

Race Director, Katri Gurney

534 US Rte 3, Holderness, NH 03245

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