



# Paddle Antrim Festival Facts

**What:**

The Paddle Antrim Festival is Northern Michigan's new premier kayaking event. This two-day non-competitive event includes 42 miles of paddling through Antrim County's pristine Chain of Lakes. Paddlers can choose their own adventure and paddle anywhere from 7 miles to all 42 miles through ten different lakes and four rivers.

**Date:**

September 16 & 17, 2016

**Location:**

Antrim County, MI

The paddle route begins in Ellsworth and continues through the quaint communities of Central Lake, Bellaire, Alden, and Torch River until it ends in Elk Rapids.

**Audience:**

During the inaugural 2015 Paddle Antrim Festival, there were 115 paddlers with over 85% coming from outside the area. In 2016, we anticipate 200-300 paddlers and over 100 volunteers. In addition, after the paddle our Final Bash Celebration is open to the public and we expect over 500 in attendance.

**Media Exposure:**

In 2015, the Paddle Antrim Festival was featured in over 15 different online and media outlets in three different states, on local television news, and on two radio broadcasts.

**Sponsorship Opportunities:**

Multiple level sponsorship opportunities are available and each opportunity can be customizable to meet diverse marketing needs.

**About Paddle Antrim:**

Paddle Antrim is a 501(c)3 non-profit organization. Our mission is to protect our water resources by using paddle sports to connect people to our waterways. Through stewardship, education, improved water trail access, and promotion to our waterways we will increase water resources protection and enhance the economic vitality of the region.

**Contact:**

Deana Jerdee, Executive Director  
231-492-0171 or [deana@paddleantrim.com](mailto:deana@paddleantrim.com)