

PADDLE ANTRIM WAVEMAKER OPPORTUNITIES



Paddle Antrim Wavemakers are businesses and organizations who have found meaningful ways to join in our mission to protect our water resources by using paddle sports to connect people to our waterways.

BENEFITS	CO-PADDLER LEVEL					
	GREAT LAKE \$10,000	BAY \$5000	INLAND LAKE \$2500	RIVER \$1000	CREEK \$500	STREAM \$250
Wavemaker Decal and Digital Version	•	•	•	•	•	•
Recognized as Wavemaker on Paddle Antrim Website	•	•	•	•	•	•
Recognized in Paddle Antrim Annual Report	•	•	•	•	•	•
Social Media Shout-Outs (Facebook & Instagram)	•	•	•	•	•	•
Included in Poster Hung at Paddle Antrim Festival and in the Paddle Antrim Office	•	•	•	•	•	•
Listed in Local Newspapers Ad	•	•	•	•	•	
Paddle Antrim Festival Booklet Ad Space <i>*size varies on level</i>	•	•	•	•	•	
Exclusive Community Paddle for Your Team	•	•	•	•		
Logo on Annual Paddle Antrim Festival T-shirt	•	•	•	•		
Invitation to Sustainer Circle Appreciation Gathering	•	•	•	•		
Featured in One-Page Paddle Antrim Story in Local Newspaper	•	•	•			
Discounts on Paddle Antrim Gear & Programs	•	•	•			
Logo/Link in E-newsletters	•	•	•			
Community Paddle Sponsor	•	•				
Featured in Festival Marketing	•	•				
Paddle Antrim Festival Title Sponsor	•					
Recognition on Water Trail Signage <i>*requires 3 year commitment</i>	•	•	•	•		

For questions, in-kind sponsorship potential or other options for making a sponsorship meet your business needs, please contact Deana Jerdee: deana@paddleantrim.com or 231-492-0171

WAVEMAKER BENEFITS OVERVIEW

WAVEMAKER DECAL AND DIGITAL VERSION

You will receive a Wavemaker decal to display in your business as well as a digital decal to display on your website.

RECOGNIZED AS WAVEMAKER ON PADDLE ANTRIM WEBSITE

Your company logo will be included on the Paddle Antrim website with a link back to your website.

RECOGNIZED IN PADDLE ANTRIM ANNUAL REPORT

Your business will be listed in our Annual Report which is sent out to over 500 individuals and businesses each year. We also house the Annual Report on our website as a downloadable PDF.

SOCIAL MEDIA SHOUT-OUTS (FACEBOOK & INSTAGRAM)

Paddle Antrim will mention your business up to four times annually thanking you for your support. We will also monitor your social media accounts and re-post relevant content to the PA network of over 2500 followers.

INCLUDED ON POSTER HUNG AT PADDLE ANTRIM FESTIVAL AND IN THE PADDLE ANTRIM OFFICE

Your logo will be included on a 2x3 poster displayed during the three-day event as well as on display year-round in the Paddle Antrim office.

INCLUDED IN LOCAL NEWSPAPERS AD

Paddle Antrim buys ½ page ad space annually to promote the Paddle Antrim Festival in the Elk Rapids News and Antrim Review. Sponsors will be included on this ad.

PADDLE ANTRIM FESTIVAL BOOKLET AD SPACE **size varies on level*

Include your ad (or logo) in the Paddle Antrim Festival Booklet. Last year 300 booklets were printed/distributed to participants, volunteers, and other attendees. Sizes: Creek (1/8 page), River (1/4 page), Inland Lake (1/2 page), Bay (full page), Great Lake (full page prime location).

EXCLUSIVE COMMUNITY PADDLE FOR YOUR TEAM

Paddle Antrim Executive Director, Deana Jerdee will take your group of up to 10 team members on an exclusive paddle through a section of the Chain of Lakes Water Trail. This can include kayak rentals if needed. Contact Deana for more details.

LOGO ON ANNUAL PADDLE ANTRIM FESTIVAL T-SHIRT

Your business logo will be displayed on the official Festival t-shirt which will be given to all Festival participants and volunteers, over 300 shirts distributed.

INVITATION TO SUSTAINER CIRCLE APPRECIATION GATHERING

Paddle Antrim holds a special gathering each year for all donors who give \$1000 or more annually. Your business will be invited to attend this special gathering.

FEATURED IN ONE-PAGE PADDLE ANTRIM STORY IN LOCAL NEWSPAPER

Paddle Antrim will buy a one-page native ad in a local newspaper and your business will be included as a Co-Paddler in the story.

DISCOUNTS ON PADDLE ANTRIM GEAR & PROGRAMS

You will receive a 5% discount on any Paddle Antrim gear including water bottles, t-shirts, Hoorags and more. You will also receive a 10% discount on the Paddle Antrim Festival registration as well as other events held throughout the year.

LOGO/LINK IN E-NEWSLETTERS

Your logo will be displayed on the sidebar of Paddle Antrim's monthly e-newsletter with a link back to your website. Our mailing list includes over 1000 individuals and businesses and has a 38% open rate.

COMMUNITY PADDLE SPONSOR

Your business will be listed as a sponsor on all six of the community paddles we hold throughout the paddling season. You will also have the opportunity to be the lead sponsor of the community paddle of your choice (first come first served). You are invited to display business signage as well as give out branded materials. We promote community paddles on social media and in our e-newsletter.

FEATURED IN FESTIVAL MARKETING

Your logo will be featured on the Paddle Antrim Festival webpage and included in all Paddle Antrim Festival promotional material and advertising.

PADDLE ANTRIM FESTIVAL TITLE SPONSOR

Your business will be listed on all Festival materials as the Title Sponsor. This includes promotional material, Festival material given to all participants, Festival advertising, mentions in the Festival press releases distributed to over 1000 media contacts, special social media mentions, and special recognition at the Sustainers Circle Gathering.

RECOGNITION ON WATER TRAIL SIGNAGE **requires three-year commitment*

Your logo will be included on a permanent water trail sign at one of the 82 access points along the Chain of Lakes Water Trail. Location opportunities vary, please contact Deana Jerdee for more information.