

BECOME A WAVEMAKER

Paddle Antrim offers businesses a unique opportunity to increase visibility in front of an engaged, active audience while also demonstrating their commitment to the community and supporting a cause that aligns with their values.

Our work focuses on protecting local waterways, connecting communities, and educating paddlers, which resonates with businesses that care about environmental stewardship, outdoor recreation, and the well-being of our Northern Michigan waterways. By sponsoring Paddle Antrim as a Wavemaker, businesses become part of this positive wave, rippling through the community —strengthening the places they live, work, and play while building meaningful relationships with our community of paddlers and supporters.

We provide recognition opportunities through events, social media, and community connections, giving businesses the visibility they need while reinforcing their role as leaders who care about protecting our waterways.

WHY SPONSOR?



BRAND VISIBILITY

Your sponsorship increases your brand's reach across Paddle Antrim's thriving digital platforms, including 6,500+ social media followers, a monthly newsletter with a 43.9% open rate, and a search-optimized website.



COMMUNITY ENGAGEMENT

Supporting Paddle Antrim connects your business with a passionate, engaged community of paddlers and waterway stewards. Your sponsorship fosters stronger connections between people and the Chain of Lakes Water Trail, helping to protect and celebrate Northern Michigan's waterways while building goodwill with customers who value outdoor recreation and sustainability.



VALUES ALIGNMENT

By sponsoring Paddle Antrim, your business aligns with a shared mission of stewardship, education, and protection of our local waterways. Together, we can promote environmental responsibility, strengthen community connections, and support sustainable tourism that keeps our waterways healthy for future generations.

CONTACT US

Deana Jerdee, Executive Director
212 River St, PO BOX 323 Elk Rapids, MI 49629
231-498-2080 or deana@paddleantrim.com

Paddle Antrim, a 501(c)3 non-profit, uses paddle sports to connect people to waterways, promoting stewardship and improving water trail access.



2025 SPONSOR LEVELS



BENEFITS	GREAT LAKE \$10,000	BAY \$5,000	INLAND LAKE \$2,500	RIVER \$1,000	CREEK \$500	STREAM \$250
Wavemaker Sticker and Digital Version	X	X	X	X	X	X
Recognized as Wavemaker on Paddle Antrim Website	X	X	X	X	X	X
Recognized in Paddle Antrim Annual Report	X	X	X	X	X	X
Included on Banner at Community Booths and Paddle Antrim Festival	X	X	X	X	X	X
Social Media Shout-Outs (Facebook & Instagram)	X	X	X	X	X	X
Listed in Local Newspapers Ad	X	X	X	X	X	
Paddle Antrim Festival Booklet Ad Space *size varies on level	X	X	X	X	X	
Logo on Annual Paddle Antrim Festival T-shirt	X	X	X	X		
Invitation to Sustainer Circle Appreciation Events	X	X	X	X		
Spotlight Sponsor Annually in E-newsletter	X	X	X	X		
Exclusive Paddle for Your Team	X	X	X			
Logo/Link in all E-newsletters	X	X	X			
Community Paddle Sponsor	X	X				
Featured in Festival Marketing	X	X				
Paddle Antrim Title Sponsor	X					
Recognition on Water Trail Sign	X					



WAVEMAKER BENEFITS OVERVIEW

WAVEMAKER STICKER 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 (great for SEO!).

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 two times annually thanking you for your support.

INCLUDED ON BANNER AT COMMUNITY BOOTHS AND PADDLE ANTRIM FESTIVAL

Your logo will be included on a 2x3 poster displayed at community booths and during the three-day Festival.

LISTED 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. 300 booklets are 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).

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.

INVITATION TO SUSTAINERS CIRCLE APPRECIATION EVENTS

Paddle Antrim holds special gatherings each year for all donors who give \$1,000 or more annually. Your business will be invited to attend these special gatherings.

SPOTLIGHT SPONSOR ANNUALLY IN E-NEWSLETTER

Your business will be our featured sponsor in one of our e-newsletters. This will include a blurb about your business and a photo and/or your business logo.

EXCLUSIVE 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.

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 ALL 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 2,490 individuals and businesses and has a n over 40% open rate.

COMMUNITY PADDLE SPONSOR

You have to 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 1,000 media contacts, special social media mentions, and special recognition at the Sustainers Circle Appreciation Gathering.

RECOGNITION ON WATER TRAIL SIGN

Your logo will be included on a permanent water trail sign at one of the 84 access points along the Chain of Lakes Water Trail. Location opportunities vary, please contact Deana Jerdee for more information.

SPONSOR PLEDGE FORM

Deadline for commitment is **May 1, 2025**.

Please email a high resolution JPEG or PNG logo to info@paddleantrim.com

For questions other options for making a sponsorship meet your business needs, please contact Deana Jerdee at deana@paddleantrim.com or 231-498-2080.

I'M READY TO BECOME A WAVEMAKER!

COMPLETE THE FORM BELOW AND RETURN BY MAIL OR EMAIL TO:

info@paddleantrim.com



Paddle Antrim
PO Box 323
Elk Rapids, MI 49629

OR

SCAN TO COMPLETE THE
FORM DIGITALLY!



SELECT YOUR DESIRED SPONSORSHIP LEVEL

\$10,000

\$1,000

\$5,000

\$500

\$2,500

\$250



Sponsor Name (as it should appear on materials)

Contact Person

Address (Street, City, State, Zip)

Phone Number

Email Address

Signature

Paddle Antrim is a 501(c)3 non-profit corporation, TAX ID# 47-1402648.