

1 S. Main Street, 7<sup>th</sup> Floor  
Mt. Clemens, MI 48043  
Phone: (586) 469-5285  
Fax: (586) 469-6787  
www.macombgov.org/planning

# News

Macomb County Executive  
Mark A. Hackel



## Planning & Economic Development

### *For Immediate Release*

Media Contact: Amanda Minaudo (586) 469-1551

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### **Sponsors needed for 4<sup>th</sup> Annual Sprint and Splash Festival**

[The 4<sup>th</sup> Annual Sprint and Splash](#), to be held Saturday, June 6 at Lake St. Clair Metropark in Harrison Township, has two sponsorship opportunities available for interested organizations.

Sprint and Splash is fast becoming a premier festival of races on Lake St. Clair. It includes a variety of competitive events: a duathlon (5k run & 2-mile kayak), a 5k Fun Run, and a stand-up paddle boarding competition. The festival also features music, food, craft beer and local vendors. It is a fundraising event with the unique purpose of promoting and celebrating Lake St. Clair, which is truly the “heart” of the Great Lakes.

Sprint and Splash is seeking a Race Award Sponsor, a \$1,500 level which provides the sponsor with a variety of promotional benefits. This level offers exclusive sponsorship of the Sprint and Splash Race Finisher Medals that every participant will receive at the conclusion of the race. The sponsor’s name and logo will be featured on the neck ribbons for premium visibility. In addition, the logo will appear on the Sprint and Splash race shirts, which will be provided to each entrant and worn by host members and volunteers. The organization will also receive exposure on the Sprint and Splash website and on additional promotional materials. Additionally this sponsorship level includes two complimentary race entries. The deadline for this sponsorship level is Wednesday, May 13.

Vendors for the Beach Village are also still being sought. The Beach Village, which is open throughout the day, is a unique feature of the event which gives participants and spectators the option to visit local vendors before or after their race. This is a \$275 sponsorship level and provides exhibitors with a 10-by-10-foot space in the village. All participants and spectators gather in this area, and it is a prime opportunity to distribute promotional items and sell paraphernalia. The sponsor’s logo will also appear on the race shirts and additional promotional pieces.

The primary benefactor of this event is the Lake St. Clair Tourism Initiative, a nonprofit association created to increase awareness, protect and develop the rich and diverse assets on and around this fresh water community. The goal of this organization is to educate and connect new and existing visitors about the many experiences offered by Lake St. Clair and the surrounding businesses and communities. Two other nonprofits will also benefit from this event: The Clinton River Watershed Council and Six Rivers Land Conservancy. Both organizations focus on conserving, sustaining and protecting the region’s natural resources.

Lake St. Clair is one of the largest freshwater fisheries in North America and also on the busiest recreational waterways in the Midwest. All participants and sponsors are supporting organizations that

are working to improve the regional economy by increasing tourism to Lake St. Clair and its coastal communities while also striving to protect and restore Lake St. Clair, the Clinton River and surrounding natural areas.

If you are interested in sponsoring Sprint and Splash, please contact Amanda Minaudo at [Amanda.minaudo@macombgov.org](mailto:Amanda.minaudo@macombgov.org) or visit [www.SprintandSplash.com](http://www.SprintandSplash.com) for more information.

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