SPONSORSHIP OPPORTUNITIES

5th Annual

Sprint & Splash

At Lake St. Clair Metropark

Run—Kayak—Paddleboard

Sunday, June 5, 2016

Hosted By:

Lake St. Clair Tourism Initiative

Clinton River Watershed Council

Macomb County Michigan

Six Rivers Regional Land Conservancy
The 5th Annual Sprint & Splash will be held on Sunday, June 5th, 2016 at Lake St. Clair Metropark in Harrison Township, MI. Sprint and Splash has established itself as the premier festival on Lake St. Clair; it includes a variety of events, as well as music, food, craft beer and local vendors. Sprint and Splash kicks off the day with a 6-mile WPA Sanctioned Stand Up Paddle Board race. Following the first SUP race, is the Duathlon, which combines a 5k run and a 2-mile paddle (kayak or SUP). Sprint and Splash also offers a 5k Fun Run/Walk and a 2-mile recreational Stand Up Paddle Board race. The Sprint and Splash “Beach Village” is open throughout the day, giving participants and spectators the option to visit local vendors before or after their race.

Sprint and Splash is a fundraising event with the unique purpose of promoting and celebrating Lake St. Clair, which is truly the “heart” of the Great Lakes. It is one of the largest freshwater fisheries in North America and also one of the busiest recreational waterways in the mid-west. **By sponsoring this event you 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 the surrounding natural areas.**

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

**A Note on Demographics:** Long-distance runners are young, educated and affluent, and are willing to spend more for quality Products and Services. They like fine dining, travel and are “cause driven.” Each runner on average brings two guests who each spend $177.50 per day. Competitive kayaking statistics are expected to be similar: young, affluent enthusiasts who love the water AND the opportunity to compete. A large number of active and reserve military personnel are expected. We also expect a large turnout of out of state participants for the Stand Up Paddleboarding competition.

To participate in the event or become a sponsor, please contact: Amanda Minaudo at Amanda.minaudo@macombgov.org or Gerard Santoro at Gerard.Santoro@macombgov.org.
Sprint and Splash at Lake St. Clair
Sponsorship Opportunities

Breakers Presenting Sponsor at $4,500

- Major exposure as Event Underwriter
- As a Breakers Presenting sponsor, your name/logo is associated with the Sprint & Splash race title and will be place prominently at the race finish and throughout the course—making it perfect for the many photo opportunities that will result.
- Your logo will also appear as the exclusive sponsor on Race Bibs worn by each competitor.
- Your logo will also appear on Sprint & Splash T-Shirts which will be provided for each entrant and worn by host members and teams.
- A 10’ x 10’ Exhibit Booth the Sprint & Splash Village will be provided
- 6 Complimentary Race Entries will also be included

Wave Runner Bag Sponsor at $2,000

- Major exposure as exclusive sponsor of Sprint & Splash Participant Bags to be given to all individuals entering any of the events.
- Your logo will also appear on Sprint & Splash T-Shirts which will be provided for each entrant and worn by host members and teams
- A 10’ x 10’ Exhibit Booth the Sprint & Splash Village will be provided
- 2 Complimentary Race Entries also will be included
Sprint and Splash at Lake St. Clair
Sponsorship Opportunities

Race Awards Sponsor at $1500

- Major exposure as exclusive sponsor of the Sprint and Splash Finisher Medals. Every race participant will receive these medals at the conclusion of the race. Your organization’s name or logo can be features on the lanyards or on the back of the medals.
- Your logo will also appear on Sprint & Splash T-Shirts which will be provided for each entrant and worn by host members and teams.
- A 10’ x 10’ Exhibit Booth the Sprint & Splash Village will be provided.
- 2 Complimentary Race Entries also will be included.

White Cap Route Sponsor at $750

- Major exposure as exclusive sponsor of the Sprint and Race Route Posters and Signs that will be displayed along the official 5k run route.
- Your logo will also appear on Sprint & Splash T-Shirts which will be provided for each entrant and worn by host members and teams.
- A 10’ x 10’ Exhibit Booth the Sprint & Splash Village will be provided
- 2 Complimentary Race Entries also will be included

Sprint and Splash Exhibitor at $275

- Your business or organization will have a 10’ x 10’ space in the Sprint and Splash Beach Village where all participants and spectators will be gathering. You must provide the appropriate display materials (tent, chairs, tables, ect.).
- Your products and items can be sold at your booth during and after the event (except for food and beverage items please).
- Your logo will also appear on Sprint & Splash T-Shirts which will be provided for each entrant and worn by host members and teams.
The Fifth Annual Sprint & Splash at Lake St. Clair is a fun filled event with something for everyone!

The event will include several opportunities for participation: A Family Friendly 5K Fun Run & Walk, a Duathlon (5K Run & 2 Mile Paddle) and a variety of Stand Up Paddle Boarding competitions!

Last year’s event drew over 400 participants and we expect an even bigger participation turnout for 2016! All the events will start and finish near the beach at Lake St. Clair Metropark. Sprint and Splash Exhibitors will be located in the “Beach Village” area, along with concessions and the DJ, making the lake-front the center of all the action!

The purpose of this unique event is to promote and celebrate Lake St. Clair, which is truly the “heart” of the Great Lakes. It is one of the largest freshwater fisheries in North America and also one of the busiest recreational waterways in the mid-west. By participating in this event you 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 the surrounding natural areas.

If you have questions or are interested in sponsoring this event, please email Amanda.minaudo@macombgov.org

2016 Sprint & Splash Sponsor Form

Please Circle or Highlight:

White Cap Route Sponsor ($750) Sprint & Splash Exhibitor ($275)

Name & Company__________________________________________ Phone_____________________________________
Address__________________________________________ City_________________________ State_________ Zip________
Email________________________________________________________________________

Please make checks payable to the Lake St. Clair Tourism Initiative.

Signature___________________________________________________________

Waiver: In signing this entry form, I assume all responsibility and agree to waive any responsibility of the Lake St. Clair Tourism Initiative, the Huron-Clinton Metropolitan Authority, the Clinton River Watershed Council, Six Rivers Regional Land Conservancy, and all sponsors of Sprint and Splash at Lake St. Clair for any injury occurred during said race. I verify that I am physically fit and have trained sufficiently for this event.