

7TH ANNUAL
 LGLC **AMY'S** BL-NY
ADVENTURE
 20 RACE FOR THE LAKE 23



Sponsorship Requests must be received no later than August 14, 2023 to guarantee full benefits as listed.

*Please write your business name as you would like it to appear in all publicity.

NAME OF BUSINESS*

CONTACT PERSON

POSITION

MAILING ADDRESS

PHONE

WEBSITE

EMAIL

SPONSORSHIP LEVEL {CIRCLE ONE}

\$100

SPORT

\$250

ENDURANCE

\$500

ULTRA

\$750

EXTREME

MORE INFO:

If you are providing marketing materials (i.e. brochures, stickers, swag, etc.), please list a description and when we should receive it/them?

Anything else we should know when marketing your business/product? (i.e. hashtags to use, social media handles, etc.)



LAKE GEORGE
 LAND CONSERVANCY

PROTECTING THE LAND THAT
 PROTECTS THE LAKE
 SINCE 1988

The Lake George Land Conservancy is an accredited not-for-profit land trust that works to protect the world renowned water quality of Lake George and to permanently preserve the natural, scenic, historic, and recreational resources of the Lake George region.

As a not-for-profit land trust, our work depends on the generosity and passion of people who love Lake George & want it to remain as clean and beautiful as it is today for their children and future generations.



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

BE A SPONSOR!

All checks can be made out to LGLC with Amy's Adventure 2022 in memo. Please mail to:

LAKE GEORGE LAND CONSERVANCY
 P.O. BOX 1250, BOLTON LANDING, NY 12814

LGLC.ORG/AMYS-RACE

PRESENTED BY
 LAKE GEORGE LAND CONSERVANCY



**SPONSORSHIP
 OPPORTUNITIES
 2023**

JOIN US FOR RACE DAY!

SEPTEMBER 30, 2023

*SPONSORS MUST INCLUDE A BLACK & WHITE AND A COLOR VERSION OF THEIR LOGOS IN HIGH RES JPG OR PNG.

FOR MORE INFORMATION CONTACT GIULIA CASELLA AT GCASELLA@LGLC.ORG

WE ALL RUN FOR THE LAND AND FOR THE LAKE.

LEARN ABOUT AVAILABLE SPONSORSHIP PERKS:

- Make a lasting impression with your logo or name on the back of every Amy's Race t-shirt.
- Appear on all event print & online advertising, including posters, flyers, newspaper ads, and social media posts!
- Appear in LGLC's Fall Newsletter, (dist. 9,500) & recognition with link in LGLC's email blasts, appearing at least once a month, August through October (current dist. 3,500).
- Have your logo on Amy's Race trailside signs, pictured in selfies submitted to LGLC by participants & reposted to social media!
- Get the opportunity to promote your business, service, or goods to all racers! Any sponsor is able to have a table at the race (materials/items must be delivered to LGLC by September 27). You can also provide items for the Amy's Adventure Race Raffle with recognition from all racers!

RAFFLE

We are also accepting raffle donations for our well-attended after party at the **Bolton Landing Brewing Company** in partnership with their Oktoberfest, as well as prizes for our top 3 runners.

SPONSOR OUR 7TH ANNUAL

AMY'S ADVENTURE

SEPTEMBER 30, 2023

Sponsorship for Amy's Race provides crucial funding for a professional, safe, and fun trail race run. Any additional proceeds will go towards the Indian Brook & Northwest Bay Conservation Initiative, an ongoing effort by the LGLC to conserve lands in this highly sensitive region of the Lake George Watershed.

Since 1988, the LGLC has protected more than 2,520 acres of land in the area. Protecting wetland areas like Amy's Park is the primary way pollutants are filtered out of the water before it reaches Lake George. With your sponsorship/support for the event, the LGLC will host a trail race that raises awareness and enthusiasm for the LGLC's mission to protect and steward the land for generations to come.

LEARN MORE AT [LGLC.ORG](https://www.lglc.org).

EXTREME SPONSOR \$750

- Top logo placement on race t-shirt, poster, flyers, and social media
- Top sponsor mention in print and radio ads
- Top logo placement in newsletters and email blasts
- Logo placement on trailside signs
- Promote your business with a table set up at the race and contribute to raffle items

ENDURANCE SPONSOR \$250

- Small logo placement on race t-shirt & medium logo placement on poster, flyers, and social media
- Small logo placement in newsletters and email blasts
- Promote your business with a table set up at the race and contribute to raffle items

* Partnership opportunities are also available for those that would like to offer discounted lodging or dining options for participants.

ULTRA SPONSOR \$500

- Medium logo placement on race t-shirt & large logo placement on poster, flyers, and social media
- Top logo placement in newsletters and email blasts
- Promote your business with a table set up at the race and contribute to raffle items

SPORT SPONSOR \$100

- Name only placement on race t-shirt, poster, flyers, and social media
- Name only placement in newsletters and email blasts
- Promote your business with a table set up at the race and contribute to raffle items