



# 2020 Sponsorship Opportunities

**Be a part of history.  
Support environmental  
stewardship!**

**July 25, 2020**

The 64 km Mattawa River Canoe Race tests marathon racers' skill, strength and stamina as they paddle and portage in the footsteps of 19<sup>th</sup> century Voyageurs in Northern Ontario.

It's a marathon like no other. And in 2020, you can be a part of it and help celebrate the 44<sup>th</sup> Anniversary of the NBMCA's Mattawa River Canoe Race!

**Your sponsorship supports this historic race and more importantly, the NBMCA environmental, outreach and stewardship programs.**



**NORTH BAY-MATTAWA  
CONSERVATION  
AUTHORITY**

15 Janey Ave., North Bay, ON P1C 1N1  
705 474-5420 [www.nbmca.ca](http://www.nbmca.ca)

## North Bay-Mattawa Conservation Authority

### Who We Are, What We Do, and Why Your Support of the Race is so Important!

NBMCA is a not-for-profit environmental organization dedicated to conserving, restoring, developing and managing renewable natural resources on a watershed basis. It is our mission to balance human and economic needs with the needs of the natural environment.

The NBMCA's area of jurisdiction covers over 2,800 square kilometers, based on identified watersheds within the Lake Nipissing and the Ottawa River Basins. Highlights of the NBMCA's jurisdictional area include Lake Nipissing, Trout Lake, Wasi Lake, the Mattawa River, the North Bay Escarpment and parts of Algonquin Park.

**Your support of the Mattawa River Canoe Race is important** not only to keep the Race alive (42 years now!) it enables NBMCA to engage youth, individuals, families, community groups and organizations in outreach, education and stewardship activities to Keep Our Watershed Healthy!

Chippewa Creek EcoPath ([www.chippewaecopath.ca](http://www.chippewaecopath.ca)), restorative plantings along stream banks, two Tree Nurseries, World Water Day Festival and other events and activities give our community the information and tools they need to maintain the health of our natural resources. Your support of the Race will help these activities continue.

A recognition incentive of up to 54 on-air mentions on 100.5 KiSS FM and 101.9 ROCK FM are available in June/July for sponsors over \$750 (number of mentions based on sponsorship level). Other recognition includes name and/or logo exposure on the NEW website, links to your company's website, buckslips, media releases, registration forms, advertising, recognition at the banquet, as well as social media mentions dependent on the sponsorship you select.

We would love to include you in our pre-Race promotions.

If you have any questions, I would be pleased to discuss them.

Looking forward to working with you!



Sue Buckle  
Supervisor, Communications and Outreach  
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705 474-5420 ext. 2010



## 2020 Sponsorship Opportunities

**PRESENTING SPONSOR**  
\$5,000

**FAMILY RACE SPONSOR**  
\$2,000

**DINNER SPONSOR**  
\$1,750

**JUNIOR RACE SPONSOR**  
\$1,500

**RIVER SPONSOR**  
\$1000-\$1400

**SUPPORTING SPONSORS**  
\$750

**SAFETY SPONSORS**  
\$750

**PRE-RACE HIKE SPONSORS**  
\$600

**CHECKPOINT SPONSORS**  
\$600

**ART SPONSOR**  
\$300-\$800

**RACE CATEGORY SPONSORS**  
\$500

**PRIZE SPONSORS**  
\$100 or two prizes at MRSP of \$50 each

**Friends of the Mattawa River Canoe Race**  
Cash donations

## Race Background

For centuries, the Mattawa River was used as a major transportation route by early explorers who had the well-worn paths of the Huron and Ojibway to follow as they traveled westward. The list of explorers who passed along the Mattawa River route in traditional voyageur canoes is a veritable Who's Who of Canadian exploration.



For the past 44 years, canoeing enthusiasts have paddled the historical waterways of the Mattawa River in the hopes of becoming a category champion in the NBMCA's annual Mattawa River Canoe Race. Attracting paddlers from across North America, the one-day race traces 64 kilometers of calm lakes, portages, challenging rapids and beautiful provincial parks to end at the mouth of the Mattawa and Ottawa River. The Mattawa River Canoe Race's overall record for the fastest time was set in 1995 and stands at an impressive 5 hours, 27 minutes and 53 seconds.

## Demographics

Participants consist of paddlers from many locations across Ontario. We have seen many paddlers from the Ottawa and Southern Ontario areas, with an occasional participant from the U.S, British Columbia and Nova Scotia. Many paddlers live a physically active lifestyle and return annually to take on the challenge of the race. Most paddlers are working professionals with an average age of 30-39. Some professions include: Teachers, Lawyers, Doctors and Firefighters. The race is sanctioned by the Ontario Marathon Canoe & Kayak Racers Association.



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## Event Details

**Pre-race hike: Eau Claire Gorge Shuttle Bus available from North Bay to Gorge**

*Friday, July 24, 2020 9:30am*  
A FREE bus from North Bay will be offered to Eau Claire Gorge Conservation Area. The hike is free and lasts approximately 1.5 hours.





## Full Race (64 km)

*Saturday, July 25, 2020*

Staggered starts between 7am-8:30am based on category from Olmsted Beach, North Bay, ON and ends at Mattawa Island Conservation Area in Mattawa.

## Family and Junior Race (13 km)

*Saturday, July 25, 2020*

Future generations of paddlers are inspired by participating in the Family and Junior Races which follow the last 13 km of the river from Samuel de Champlain Provincial Park and end with the competitive paddlers at Mattawa Island Conservation Area in Mattawa.



## Dinner Banquet & Awards Presentation

Held at the Mike Rodden Arena in Mattawa (upstairs) following the race

Pre-dinner social:

5:00 - 6:00pm

Dinner:

6:00pm - 8pm

Awards:

7pm - 8pm

## Sponsor ROI

2020 Sponsorship investments are available from \$5000 to \$500 with corresponding ROI values ranging from \$10,000 to \$1,000.

Sponsorships \$750 and greater receive multiple radio mentions on 100.5 KiSS FM and/or 101.9 ROCK FM. Other ROI includes name and/or logo exposure on website, links to your company's website, buckslips, media releases, registration forms, advertising, and recognition at the banquet as well as social media mentions.

The association of your company with a long-standing, well-respected event organized by a credible environmental organization provides an additional ROI.

# Why is your involvement as a sponsor important?

Your sponsorship of this 44 year old event will support the NBMCA's environmental education, outreach and stewardship programs which encourage children and adults to help balance human, economic and environmental needs in the future.



## How to get involved!

### *Monetary Sponsorships*

Monetary contribution is an essential part of this event; we would not be able to hold this event or offer our outreach and stewardship programs if it were not for the generosity of our sponsors. We use these funds to ensure a quality event that includes race safety, dinner and awards. It's an investment in our future by educating our community about the importance of the environment and our natural world.

### *Prize Sponsorships*

An important aspect of our award ceremony is honoring our top three finishers in all categories by presenting them with a recognition prize for their achievements. Product and gift donations are also offered as prizes to the race winners.



### *Financial Donations*

As a monetary donor you will become a Friend of the Mattawa River Canoe Race and a tax receipt will be given for the amount of the financial donation.

Thank you!

# PRESENTING SPONSOR

**Investment: \$5,000**

**Approximate package value: \$10,000**

## **Pre-race (April – July, 2020)**

- Title of Event: " The NBMCA's Annual Mattawa River Canoe Race, Presented on July 25, 2020 by \*Your Company\*" on the buckslips
- Mention on 54 x 30 second commercials on 100.5 KiSS FM and 101.9 ROCK FM
- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site
- Logo on the Buckslips (200 copies)
- Logo/Name on all newspaper ads
- Included on media releases and advisories announcing the race
- Mention on Mattawa River Canoe Race You Tube Video and social media
- An invoice for \$5,000 will be issued

## **Race Day**

- Logo/Name on the canoe race route map
- Potential for staff members to volunteer the day of the event
- Logo/Name on park entry passes for Samuel de Champlain Provincial Park (Checkpt. 3, spectators and start of Family Race)
- Two entries into the canoe race (regular race or family race)
- Signage at registration with company logo
- Opportunity to put up banner (supplied by the company) at start and/or finish line
- Social media mention – Twitter / Facebook

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Logo/Name on the dinner vouchers
- Four dinner tickets to the banquet
- Frequent company mention at the awards banquet – acknowledgement of your company's Environmental Initiatives (energy saving lighting etc.)
- Opportunity for representative to present the Fastest Overall Team Trophy
- Opportunity to set-up a table with company information and products
- Potential for logo/name to be on giveaways for all participants (depending on giveaways)

## **Post-Race (July 26 – December 31, 2020)**

- Logo and link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca)
- Mention of Your Company's Environmental Initiatives

# FAMILY RACE SPONSOR

**Investment: \$2,000**

**Approximate package value: \$5,000**

## **Pre-race (April – July, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site
- Logo on the Buckslips (200 copies)
- Logo on one newspaper ad.
- Included on media releases announcing race and media advisory.
- Mention on 54 x 30 second commercials on 100.5 KiSS FM/101.9 ROCK FM
- Mention on Mattawa River Canoe Race You Tube Video and social media
- An invoice for \$2,000 will be issued

## **Race Day**

- Potential for staff members to volunteer the day of the event
- Logo/Name on park entry passes for Samuel de Champlain Provincial Park (Checkpoint 3, spectators and start of Family Race)
- One entry into the family race
- Signage at registration with company logo
- Opportunity to put up one banner (supplied by the company) at start of family race

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Two dinner tickets to the banquet
- Company mention at the awards banquet
- Opportunity for representative to present the family race award

## **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

# DINNER SPONSOR

**Investment: \$1,750**

**Approximate package value: \$4,500**

## **Pre-race (April – July, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site
- Logo on the Buckslips (200 copies)
- Logo on one newspaper ad
- Included on media releases announcing race and media advisory
- Mention on 54 x 30 second commercials on 100.5 KiSS FM/101.9 ROCK FM
- Mention on Mattawa River Canoe Race You Tube Video and social media
- An invoice for \$1,750 will be issued

## **Race Day**

- Potential for staff members to volunteer the day of the event
- Logo/Name on all dinner tickets
- One entry into the race
- Signage at registration with company logo
- Opportunity to put up one banner (supplied by the company) at the dinner hall

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Cards on the table acknowledging the company as the dinner sponsor
- Two dinner tickets to the banquet
- Company mention at the awards banquet
- Opportunity for representative to present an award

## **Post-Race (July 26– December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site



# JUNIOR RACE SPONSOR

**Investment: \$1,500**

**Approximate package value: \$4,000**

## **Pre-race (April – July, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site
- Logo on the Buckslips (200 copies)
- Logo on one paid newspaper ad
- Included on media releases announcing race and media advisory.
- Mention on 54 x 30 second commercials on 100.5 KiSS FM/101.9 ROCK FM
- Mention on Mattawa River Canoe Race You Tube Video and social media
- An invoice for \$1,500 will be issued

## **Race Day**

- Potential for staff members to volunteer the day of the event
- Logo on park passes
- One entry into the race
- Signage at registration with company logo
- Opportunity to put up one banner (supplied by the company) at the start of the race

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Two dinner tickets to the banquet
- Company mention at the awards banquet
- Opportunity for representative to present an award

## **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

# RIVER SPONSORS

**Investment: \$1,000-\$1,400**

**Approximate package value: \$3,500**

## **Pre-race (April – July, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site
- Logo on the Buckslips (200 copies)
- Logo on one paid media ad
- Included on media releases announcing race and media advisory.
- Mention on 54 x 30 second commercials on 100.5 KiSS FM/101.9 ROCK FM
- Mention on Mattawa River Canoe Race You Tube Video and social media

## **Race Day**

- Potential for staff members to volunteer the day of the event
- One entry into the race
- Signage at registration with company logo
- Opportunity to put up one banner (supplied by the company) at the start of the race

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Two dinner tickets to the banquet
- Company mention at the awards banquet
- Opportunity for representative to present an award

## **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

# **SUPPORTING SPONSORS or SAFETY SPONSOR**

**Investment: \$750**

**Approximate package value: \$2,500**

## **Pre-race (April – July, 2020)**

- Name on the Bucksip (200 copies)
- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site
- Logo on one paid newspaper ad
- Mention on 54 x 30 second commercials on 100.5 KiSS FM/ 101.9 ROCK FM
- Mention on Mattawa River Canoe Race You Tube Video and social media
- An invoice for \$750 will be issued

## **Race Day**

- Logo on Safety Materials (Safety Sponsor)
- Signage at registration with company logo

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Two dinner tickets to the banquet
- Company mention at the awards banquet

## **Post-Race (July 26 – December 31, 2019)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

# **PRE-RACE HIKE SPONSORS**

**Investment: \$600**

**Approximate package value: \$1,500**

## **Pre-race (April – July, 2020)**

- Name on all promotional items related to the race
- Included on Media Releases
- Invoice for \$600

## **Race Day**

- Signage at the head of the trail during the mix and mingle prior to the start of the hike
- Opportunity to attend the hike
- Company mention during the guided interpretive hike

## **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

# CHECKPOINT SPONSORS

**Investment: \$600**

**Approximate package value: \$1,500**

## **Pre-race (April – July, 2020)**

- Name on the Buckslips (200 copies)
- An invoice for \$600 will be issued

## **Race Day**

- Signage at all 3 Checkpoints with the name/logo of the company

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Two dinner tickets to the banquet
- Company mention at the awards banquet

## **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

# ART SPONSORS

**Investment: \$300 - \$800**

**Approximate package value: \$1,000**

## **Pre-race (April – July, 2020)**

- Name on the Buckslips (200 copies)

## **Race Day**

- Signage at registration with company logo

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Two dinner tickets to the banquet
- Company mention at the awards banquet

## **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site



# RACE CATEGORY SPONSOR

**Investment: \$500**

**Approximate package value: \$1,000**

Pro Marathon C2/C1

Open Kayak

Voyageur

Recreational Mixed

Recreational Women's

Recreational Men's

Stock C2

SUP

## **Pre-race (April – July 2020)**

- Name on the Buckslips (200 copies)
- An invoice for \$500 will be issued

## **Race Day**

- Signage at registration with company logo

## **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Two dinner tickets to the banquet
- Company mention at the awards banquet

## **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

## PRIZE SPONSOR

**Investment: \$100 or two prizes with an MSRP of \$50 each**

**Approximate package value: \$650**

**Multiple sponsorship opportunities available**

### **Pre-race (April – July 2020)**

- An invoice for \$100 will be issued for cash sponsorships

### **Race Day**

- Signage at registration with company logo

### **Race Day Banquet**

- Logo/Name on poster with all sponsors
- Company mention at the awards banquet

### **Post-Race (July 26 – December 31, 2020)**

- Link to the company website on [www.mattawarivercanoerace.ca](http://www.mattawarivercanoerace.ca) site

## Friends of the Mattawa River Canoe Race

**Cash donations**

### **Post event**

- Tax Receipt for amount of financial donation



### **Mattawa River Canoe Race**

**North Bay-Mattawa Conservation Authority**

**(705) 474-5420**

**mattawarivercanoerace.ca**

**@MRCanoerace**