

APOSTLE ISLANDS SLED DOG RACE

BAYFIELD, WISCONSIN

Become a sponsor of the Apostle Islands Sled Dog Race!

Up to 60 sled dog teams hailing from Ontario to Oregon will participate in the 23rd annual Apostle Islands Sled Dog Race (AISDR), held Saturday, February 3 and Sunday, February 4, 2018. The event draws approximately 5,000 visitors over the course of the weekend.

This is an important event for the Bayfield area, not only because of the revenue that it generates for local businesses on the weekend itself, but in the level of exposure it receives. We are undertaking a concerted media push to encourage even more awareness of this event. That exposure helps boost the profile of the area, highlights the variety of winter activities we have to offer and benefits the entire business community over the course of the shoulder season.

AISDR could not take place without the generous support of our sponsors. In order to coordinate a successful race, our sponsorship needs range from lodging and in-kind donations to cash sponsorships. Depending upon what you are able to provide, we offer several levels of sponsorship, with varying levels of benefit for your business (see the attached chart for benefits).

The sponsorship levels are as follows:

Master Musher Sponsor - \$500

Trail Support Sponsor - \$250

Doggy Biscuit Sponsor - \$150

Sled Dog Friend - \$50

Contact Jeremy Oswald, Events Manager for the Bayfield Chamber & Visitor Bureau, for more information: jeremy@bayfield.org or call 715-779-3335.

There are other ways to support the race besides sponsorship dollars!

We are always in need of volunteers to help with jobs (both big and small) prior to, during, and after the race, in addition to small items that can be used as door prizes for the post-race award ceremony.

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SPONSORSHIP LEVELS	MASTER MUSHER \$500	TRAIL SUPPORT \$250	DOG BISCUIT \$150	SLED DOG FRIEND \$50
Acknowledgement on official AISDR poster	X			
Two complimentary tickets to the "Meet the Musers" dinner // 02-02	X			
Acknowledgement on musher registration forms	X (logo)	X		
Logo + contact info in Musher Packets	X	X		
Sponsorship recognition in press releases and press packets	X	X	X	
Link on AISDR event listing on bayfield.org event calendar	X	X	X	
Acknowledgement on official T-shirt (name listed on the back of shirt)	X	X	X	X
Sponsorship recognition in Chamber newsletter + community email blasts	X	X	X	X
Sponsorship recognition on AISDR Facebook page	X	X	X	X
Acknowledgement on bayfield.org/aisdr webpage	X (logo + link)	X (link)	X (link)	X (no link)
20% off all official merchandise	X	X	X	X
Ad in the official AISDR directory	FULL PAGE	1/2 PAGE	1/4 PAGE	Recognition

Sponsorship materials must be received by January 2 to guarantee all benefits of sponsorship. Sponsorships will be accepted at any date prior to the race.

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SPONSORSHIP FORM

Thank you for sponsoring this event!
Please return this completed form to the Bayfield Chamber and Visitor Bureau.

SPONSORSHIP LEVEL (Choose one):

- MASTER MUSHER • \$500 TRAIL SUPPORT • \$250
 DOGGY BISCUIT • \$150 SLED DOG FRIEND • \$50

BUSINESS NAME (If applicable): _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

EMAIL: _____

PHONE: _____

WEBSITE: _____

TAG LINE or MESSAGE ON SHIRT (7 word maximum in addition to name): _____

PAYMENT INFORMATION

If you are securing a sponsorship through CASH -

CREDIT CARD (Mastercard or Visa)

_____ EXP: _____

SIGNATURE _____

Or mail a check to the Bayfield Chamber and Visitor Bureau, PO Box 138, Bayfield, WI, 54814

If you are securing a sponsorship through TRADE -

TRADE VALUE: _____

All traded sponsorships must be pre-approved by the Bayfield Chamber & Visitor Bureau

PLEASE DETAIL ITEM/S TRADED AND PROVIDE VALUE FOR EACH:

Contact Jeremy Oswald with any questions: jeremy@bayfield.org or 715-779-3335