Lake George Land Conservancy
P.O. Box 1250, Bolton Landing, NY 12814

All checks can be made out to LGLC with Amy’s Adventure 2021 in memo. Please mail to:
Lake George Land Conservancy
P.O. Box 1250, Bolton Landing, NY 12814

*Sponsors must include a black & white and a color version of their logos in high res jpg or png.

LGLC.ORG/AMYS-RACE
MVIDARTE@LGLC.ORG

2021 5TH ANNUAL
LGLC AMY'S BL•NY ADVENTURE RACE for the LAKE

Sponsorship Requests must be received no later than August 14, 2021 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
$200 ENDURANCE
$350 ULTRA
$500 EXTREME

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

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

Be a Sponsor!

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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.

JOIN US FOR RACE DAY!
OCTOBER 2, 2021

PRESENTED BY
LAKE GEORGE LAND CONSERVANCY
No matter where you are, 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, social media posts!

NEW!

Get recognition as underwriter in radio ads for Amy’s Race- Z97.1 radio ads to air in September of 2021

- Appear in LGLC’s Fall Newsletter, (dist. 9,500) & recognition with link in LGLC’s email blasts, appearing at least once a month, July through September (current dist. 3,500).

NEW!

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 20). You can also provide items for the Amy’s Adventure Race Raffle with recognition from all racers!

SPONSOR OUR 5TH ANNUAL

AMY’S ADVENTURE

OCTOBER 2, 2021

Sponsorship for Amy’s Race provides crucial funding for a professional, safe and fun trail race run. All additional funds raised for Amy’s Race go towards the LGLC’s Bolton Hub Recreational Plan, an ongoing initiative that is working to protect land, educate the public on conservation and provide a lasting benefit to the community.

LEARN MORE AT LGLC.ORG.

**Extreme Sponsor**

$500

- 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

**Ultra Sponsor**

$350

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

**Endurance Sponsor**

$200

- 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.

**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