



**AuSable River  
International  
Canoe  
Marathon, Inc.**

# Sponsorship Opportunities

**62nd Weyerhaeuser AuSable River  
International Canoe Marathon  
Saturday, July 25, 2009**



PO Box 911  
Grayling, MI 49738  
(989) 348-4425



# What is the Marathon?

## 62nd Weyerhaeuser AuSable River International Canoe Marathon Saturday, July 25, 2009 2009 Marathon Committee Chairman

John Lucey - Grayling  
Tom Rudolph - Oscoda

### Treasurer

John Cherven- Grayling  
Chris Rudolph - Oscoda

### Secretary

Joe Wakeley- Grayling  
Chris Rudolph - Oscoda

### Sub Committee Members - Grayling

Connie Beard	John B. Cook
Jane Croze	Crystal Filley
Marcia Koppa	Wayne Koppa
Jerry LaMotte	Marian LaMotte
Nancy Lemmen	Cheryl Lucey
Andy Moore	Sandy Moore
Mark Sloan	Jon Thompson
Phil Weiler	Pam Williams
Ken Wright	Tim Zigila

### Sub Committee Members - Oscoda

Debbie Graham	Justin Griffith
Lisa Hagerman	Sam Harmon
Kelly Karpp	Terry Allison
Bob Kennedy	Chris Lovelace
Marie Matthews	Rod Matthews
Linda Plaskewicz	Dave Ploof
Ryan Matthews	Ken Plaskewicz
Lori Burdick	Matt Stroemer
Sylvia Curley-Harmon	



Photo by Mark Bialek

The 120-mile, non-stop Weyerhaeuser AuSable River International Canoe Marathon is the premier of North American canoe and paddle sports racing. Now in its 62nd year, the Marathon is undoubtedly this country's most exciting, toughest and unique canoe racing event. For one short 19-hour period, the race totally consumes the participants, inhabitants and spectators like few other events. Certainly, the start of this race is the most spectacular in canoe racing and is witnessed by the largest number of spectators of all northern Michigan competitive events.

### **In it's 62-year history, athletes in this event:**

- Have ranged in age from 15 to 82.
- Have competed in the AuSable Marathon as many as 35 years.
- Have hailed from 23 states, four Canadian provinces, Central America, and England.
- Will paddle 14 to 19 hours, over 120 miles and over 50,000 paddle strokes.
- Annually attracts over 50,000 fans to the race course, from the starting line in Grayling, through the night, to the finish line in Oscoda.

### **How do we do it?**

The AuSable River International Canoe Marathon is staffed completely by many volunteers, including the two committees (Grayling and Oscoda) who meet year-round to plan and execute each year's event.

How can a single committee manage to organize and implement a premier event whose cash and merchandise prizes are valued over \$50,000. How do we attract an average of 65 teams of competitors a year from across the United States and Canada, as well as about 50,000 fans to an event that takes place over night, and stretches 120 miles from Grayling to Oscoda?

The only way to hold a race of this magnitude and ensure its success is through the dedication of our volunteers and through sponsorships from businesses and organizations such as yours.



## How is the Marathon funded?



Photo by Mark Bialek

### Sponsorship opportunities are as follows:

#### **Title Sponsor**

Weyerhaeuser Grayling  
Structurwood Mill

#### **Presenting Sponsor**

One Available at \$15,000

#### **Time Trial Sponsor**

One Available - \$5,000

#### **Associate Sponsor**

Five Available - \$3,000

#### **Product/Service/ Media Sponsor**

No Limit - \$3,000

#### **C-1 Express Sponsor**

One Available - \$1,000

#### **Record Breaker**

#### **Bonus Sponsor**

One Available - \$1,000

#### **Contributing Sponsor**

Forty Available - \$750  
(20 each from Grayling  
& Oscoda)

#### **Division Bonus**

#### **Sponsor**

Five Available - \$500 each  
or all for \$2,500

#### **Leader &**

#### **Point to Point**

#### **Bonuses Sponsor**

One Available - \$1,400

As the premier event of North American canoe and paddle sports racing, the Weyerhaeuser AuSable River International Canoe Marathon must depend on the business communities along the AuSable River race route for its funding. While merchandise and registration fees do provide some income, the organization must rely on the business community for funding in the form of sponsorships.

In the next few pages we offer various levels of sponsor opportunities for you to consider.

### **How do you benefit?**

With the pride you'll feel as a sponsor of one of Michigan's oldest continuing extreme athletic events, and in supporting your community, the Marathon committee offers many benefits for your sponsorship in this event, no matter what level you choose.

Some of these benefits include:

- The opportunity to order official Marathon t-shirts at a discount for Wear-a-Marathon T-shirt Day (Each Friday in July).
- Official Marathon sponsor window decals for your business.
- A 4'x8' Marathon Sponsor sign placed at your business prior to race week.
- A banner with your name or logo placed in prominent locations at the start or finish line of the race.
- An advertisement in Program Book. This book is distributed from Grayling area to Oscoda and throughout the state at welcome centers.
- Your logo will be placed on the sponsors' page of the ARICM website with a link to your website. Last year, [www.ausablecanoeamarathon.org](http://www.ausablecanoeamarathon.org) received over 49,000 hits.
- Passes to the corporate reception areas at the starting line in Grayling and the finish line in Oscoda.
- All sponsors are encouraged to promote their sponsorship of the 62nd Annual Weyerhaeuser AuSable River International Canoe Marathon throughout 2009. Sponsor may use the official Marathon logo in advertising & signage to identify their participation. Official logo available and provided by Marathon committee upon request.



## Sponsor Opportunities

ARICM offers several levels of sponsor opportunities from the forty \$750 Contributing Sponsor spots up the single \$15,000 Presenting Sponsor spot. While some businesses continue with their sponsorship from year to year, several spots are still available to new sponsors. In addition to those listed on the previous page, each level has its own specific benefits that participating sponsors can enjoy.

### Our thanks to all our 2008 sponsors:

#### **Title Sponsor**

Weyerhaeuser Grayling  
Structurwood Mill

#### **Time Trials Sponsor**

Scott McNamara Ford  
Mercury, Grayling

#### **Associate Sponsors**

Citizens Bank, Grayling  
Gaylord Herald Times,  
Gaylord  
Ramada Inn of Grayling

#### **Leader & Point to Point**

#### **Bonuses Sponsor**

Glen's Markets of Grayling,  
Mio & Oscoda

#### **Product, Service or Media Sponsors**

American Canoe Association  
Carrol Broadcasting  
WKJC FM, Alpena  
HITS FM 103.3 & 94.9 FM  
Coltrace Communications  
WUPS-FM, Houghton Lake  
Crawford County Avalanche  
Gannon Broadcasting  
WGRY 100.1 FM, Grayling  
WQON 101.1 FM, Grayling  
Grayling Visitor's Bureau  
Grayling Regional Chamber  
of Commerce  
I-2000 Inc. Internet  
Service, Grayling  
Xpress Copy Center,  
Grayling  
**C-1 Express Sponsor**  
Springs Wood Products,  
Grayling

#### **Presenting Sponsor - \$15,000 minimum contribution**

Only one sponsor at this level will be named. Exposure will be given second only to the title sponsor (Weyerhaeuser). Specific benefits include:

- Opportunity for on-site presence or product placement at the starting line, and/or Paddler's Dinner in Grayling as well as at the finish line, and/or Awards Banquet in Oscoda.
- A 4'x8' Marathon Sponsor sign placed at your business prior to race week.
- A 3'x10' banner, supplied by Marathon committee placed in prominent locations at start and finish line of the race.
- Official Program Book exposure with a full page, full color advertisement. Books will be distributed from Grayling to Oscoda and throughout the state at welcome centers.
- Sponsor recognition at Time Trials and Paddlers Dinner in Grayling, as well as at the Awards Banquet in Oscoda.
- Sixteen (16) passes to corporate reception areas at the starting line in Grayling as well and at the finish line in Oscoda.

#### **Time Trials Sponsor - \$5,000 minimum contribution**

Only one sponsor of this event will be named. The Time Trials, take place at Penrod's PaddleSports in Grayling, are a 2-day event that coincides with other events; the Business Relays and the Special Olympics events. Time Trials are conducted preceding the Marathon and the finishing times are used to qualify each team for starting position. Spectators are on hand to cheer on their favorite teams. As the official Time Trials sponsor, you will receive exposure whenever possible in Grayling and Oscoda/AuSable area communities. Media coverage of the 2008 Time Trials included WGRY of Grayling, WUPS of Houghton Lake, WWTV 9&10 (CBS) and WTOM 7&4 (NBC). Specific benefits include:

- Opportunity for on-site presence or product placement at the starting line, and/or Paddler's Dinner in Grayling as well as at the finish line, and/or Awards Banquet in Oscoda.
- A 4'x8' Marathon Sponsor sign placed at your business prior to race week.
- A 3'x10' banner, supplied by Marathon committee placed in prominent locations at start and finish line of the race and at the Time Trials.
- Official Program Book exposure with a full page spot color advertisement. Books will be distributed from Grayling to Oscoda and throughout the state at welcome centers.
- Sponsor recognition at Time Trials and Paddlers' Dinner in Grayling, as well as at the Awards Banquet in Oscoda.
- Twelve (12) passes to corporate reception areas at the starting line in Grayling as well and at the finish line in Oscoda.



**Contributing Sponsors**

- Ace Hardware, Oscoda
- AuSable Inn, Oscoda
- C.F. Fick & Sons, Grayling
- Chemical Bank, Grayling
- Cooper Standard Automotive, Oscoda
- Dubois Lumber & Rental Center
- First Federal of Northern Michigan
- Gary Oil & Propane, Oscoda
- Grayling Rotary Club/Avita
- Black Bear Bicycle Tour
- Hart Pontiac GMC Buick, West Branch
- Medicine Shoppe, Grayling
- Mercy Hospital, Grayling
- Michigan National Guard
- Oscoda Carpet & Furniture
- Oscoda Home Center
- Rowe Incorporated, Oscoda
- Myer's Land Survey, Grayling
- Scheer Motors, Grayling
- State Farm Insurance, Andy Wilder, Oscoda
- Truly Yours Signs & Shirts, Oscoda
- Wal-Mart of Tawas City
- Wojan Carpet & Furniture, Oscoda
- Woodland RV, Tawas City

**Sponsor Opportunities (continued)**

**Associate Sponsor - \$3,000 minimum contribution**

Five Associate Sponsors will be named from the Grayling and Oscoda/ AuSable area communities. Exposure will be provided secondary only to Title, Presenting and Challenge event sponsors. Specific benefits include:

- Opportunity for on-site presence or product placement at the starting line, and/or Paddler's Dinner in Grayling as well as at the finish line, and/or Awards Banquet in Oscoda.
- A 4'x8' Marathon Sponsor sign placed at your business prior to race week.
- Two 2'x10' banners, supplied by Marathon committee placed in prominent locations at start and finish line of the race.
- Official Program Book exposure with a full page full color advertisement. Books will be distributed from Grayling area to Oscoda and throughout the state at welcome centers.
- Sponsor recognition at Time Trials and Paddlers Dinner in Grayling, as well as the Awards Banquet in Oscoda.
- Sponsor recognition in press releases, radio mentions with area media sponsors and television exposure where available.
- Eight (8) passes to corporate reception areas at the starting line in Grayling as well and at the finish line in Oscoda.

**Official Product, Service or Media Sponsor - \$3,000 minimum contribution**

Official Product, Service or Media Sponsors will be named from the Grayling and Oscoda/AuSable area communities with contributions of merchandise and/or services totalling \$3,000 or more. The terms of this contribution will be outlined upon commitment as a sponsor in this category. Specific benefits include:

- A 2'x10' banner, supplied by Sponsor placed in prominent locations at start and finish line of the race.
- Official Program Book exposure with a 1/2 page spot color advertisement. Guides will be distributed from Grayling area to Oscoda and throughout the state at welcome centers.
- Sponsor recognition at Time Trials and Paddlers Dinner in Grayling, as well as the Awards Banquet in Oscoda.
- Sponsor recognition in press releases, radio mentions with area media sponsors and television exposure where available.
- Eight (8) passes to corporate reception areas at the starting line in Grayling as well and at the finish line in Oscoda.



## Sponsor Opportunities (continued)

### **Site Sponsors**

A special thanks goes out to these businesses & organizations that provide their facilities or property for a successful AuSable River International Marathon.

**Penrod's PaddleSports:**  
Time Trials Site

**Citizens Bank:**

Official canoe check-in & inspection area

**Grayling Middle School**  
Alternate canoe check in & inspection area

**Old AuSable PaddleSports:**  
Official River Entry point  
AuSable River International Marathon

**Consumers Power:**

Dam access for portages, timers and spectators

**Gott's Canoe Livery of Mio:**

Parking & access for race officials

**AuSable Inn & Finish Line Bar, Oscoda:**  
Official River finish line of the AuSable River International Marathon

### **Contributing Sponsor - \$750 minimum contribution**

Twenty (20) Contributing Sponsors will be named each from the Grayling and Oscoda/AuSable area communities for a total of forty (40) sponsors. Exposure will be provided whenever possible. Specific benefits include:

- A 4'x8' Marathon Sponsor sign placed at your business prior to race week.
- A 2'x10' banner, supplied by the sponsor placed in prominent locations at start and finish line of the race.
- Official Program Book exposure with a 1/4 page spot color advertisement. Books will be distributed from Grayling area to Oscoda and throughout the state at welcome centers.
- Sponsor recognition at Time Trials and Paddlers Dinner in Grayling, as well as at the Awards Banquet in Oscoda.
- Sponsor recognition in radio mentions through area media sponsors.
- Six (6) passes to corporate reception areas at the starting line in Grayling as well and at the finish line in Oscoda.

### **Race Bonus Sponsors**

#### **Leader and Point-to-point Bonus Sponsor - \$1,400**

Point-to-point Sponsor will provide bonus prizes to the paddling team who pass through the individual checkpoints with the fastest times. This sponsor will also provide Leader Bonus prizes to the paddling team who pass through the individual checkpoints first. This sponsor will provide 28 bonus prizes for a combined total of \$1,400

#### **Record Breaking Finish Sponsor - \$1,000**

One Record Breaking Finish Sponsor will provide the bonus prize to the paddling team who finishes the race in record-breaking time.

#### **Division Bonus Sponsor - \$500 each or \$2,500 for all**

Division Leader Sponsors will provide the bonus prize to the paddling team who finishes the race in the top three places in the following divisions:

*Youth Team, Mixed Team, Women's Team, Masters (Age 40+) Team, and Seniors (50+) Team.* Sponsors have option to choose one or more spots for \$500 each, or all 5 for \$2,500.

In return for your sponsorship in these categories, you will receive:

- Radio mention exposure for the duration of race.
- Print coverage
- Finish line coverage.

### **C-1 Express Race Sponsor**

#### **\$1,000 minimum contribution**

A race from Penrods Canoe Livery to Burtons Landing, to be held on Thursday, July 23, 2009. Ask your sponsor contact person for further information on sponsoring this event and level of exposure.



**Sponsor  
deadline is  
April 1, 2009**

If you have any questions regarding Sponsorships, call ARICM Committee member

At phone

Please make checks payable to:

**ARICM  
PO Box 911,  
Grayling,  
MI 49738**

**Sponsor Reservation Form**

**Business Name** \_\_\_\_\_  
**Contact Name** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**City** \_\_\_\_\_ **Zip** \_\_\_\_\_  
**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_  
**Email Address** \_\_\_\_\_

**Choose Sponsor Level:**

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Presenting - \$15,000</b><br>(1 available)           | <input type="checkbox"/> <b>Time Trials - \$5,000</b><br>(1 available)                         |
| <input type="checkbox"/> <b>Associate - \$3,000</b><br>(5 available)             | <input type="checkbox"/> <b>Product/Service/Media - \$3,000</b><br>(No Limit)                  |
| <input type="checkbox"/> <b>Record Breaker - \$1,000</b><br>(1 available)        | <input type="checkbox"/> <b>Contributing - \$750</b><br>(40 available, 20-Grayling, 20-Oscoda) |
| <input type="checkbox"/> <b>Division Winner - \$500</b><br>(5 available)         | <input type="checkbox"/> <b>C-1 Express - \$1,000</b><br>(1 available)                         |
| <input type="checkbox"/> <b>Leader/Point to Point - \$1,400</b><br>(1 available) |  |

Do you want an ad proof?  Yes  No

Do you need a ARICM Logo for advertising?  Yes  No

**Ad Copy (Please supply good quality logos, if needed)**

\_\_\_\_\_

**Billing Address**  
**(If different than above)** \_\_\_\_\_  
**City** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Terms:** A minimum of 50% of sponsor amount must be received at the AuSable River International Canoe Marathon office no later than July 1, 2009 for Sponsor banner to be posted at Race start and finish lines.

**ARICM Committee Member** \_\_\_\_\_  
**Sponsor Signature** \_\_\_\_\_ **Date** \_\_\_\_\_



**AuSable River  
International Canoe  
Marathon, Inc.**

## Our appreciation



Photo by Mark Sloan

For your winning support

The AuSable River International Canoe Marathon Committee thanks you for the allowing us to present these sponsorship opportunities to you. It is through the efforts and financial support of people like you that truly makes this event a success, and therefore providing a venue for champions, year after year.

If you have any questions, please contact the committee through your sponsor contact person.

**PO Box 911  
Grayling, MI 49738  
(989) 348-4425**

[www.ausablecanoemarathon.com](http://www.ausablecanoemarathon.com)