

AuSable River Canoe Marathon Historical Museum



Our River. Our Race. Our Legacy.

Help Us Cross the Finish Line

**Capital Campaign &
Founding Sponsorship Opportunities**



AuSable River Canoe Marathon Historical Museum

Did you know the idea for the AuSable River Canoe Marathon began in Oscoda at Si 'n Gert's Restaurant?

In an effort to bring more tourism to the area, Howard Brubaker and Frank Davis envisioned a canoe race from Grayling to Oscoda. On September 6, 1947, that vision became reality. Forty-six teams started the race, and only fifteen crossed the finish line. The winning time-21:03:00-was set by Allen Carr and Delbert Case in a 16-foot Dowcraft magnesium canoe weighing just 55 pounds, the only metal canoe ever to win the Marathon.

Now, we have an opportunity to preserve that legacy.

The AuSable River Canoe Marathon Historical Museum will be located at 525 S. State Street in Oscoda - directly across from the Marathon finish line. This unique location will allow visitors to connect the history of the race with the very place where champions are crowned.

Through exhibits, vintage canoes, race memorabilia, and personal stories, the museum will bring the Marathon's history to life. Visitors will also experience multimedia presentations, including the Emmy Award-winning documentary *AuSable* produced in cooperation with Consumers Energy, and explore the environmental significance of the river that makes it all possible. Before you leave make sure you stroll through the gift shop, where official Marathon merchandise will be for sale all year long.

The first step is purchasing the building-an investment of \$280,000. With community support, we can transform this space into a lasting tribute to the Marathon and the people behind it.

After the building is acquired, get ready to renovate!! Can you see the finished project? It will be remarkable!!

We invite you to be part of making this vision a reality.

Please consider becoming a founding supporter by making a gift at one of the sponsorship levels below, or a contribution that is meaningful to you. Every dollar moves us closer to opening the doors of this museum.

To donate, please complete the donation form below. For questions or additional giving opportunities, please contact [name/contact].

Together, we can preserve this legacy for generations to come.

Sincerely,

ARICM Historical Museum Committee

P.S. The AuSable River Canoe Marathon is a 501(c)(3) nonprofit, and all donations are tax deductible. Founding sponsors will be permanently recognized in the museum.

Sponsorship Levels & Benefits

\$500 - Friend of the Marathon

- Name listed on Sponsorship Board in Museum entryway
- Free admission to museum events

\$1,000 - “Mio Dam” Sponsor

- Free admission to museum events
- Name/business link on Museum website
- Name included on all promotional products
- Invitation for 2 to *Paddler Dinner (first year of sponsorship)
- Name to be displayed permanently on Sponsor Wall
- 10% discount on merchandise from gift shop (12 months)

\$1,500 - “Alcona Dam” Sponsor

- Free admission to museum events
- Name/business link on Museum website
- Invitation for 2 to *Paddler Dinner (first year of sponsorship)
- Name to be displayed permanently on Sponsor Wall
- 10% discount on merchandise from gift shop (12 months)

\$2,000 - “Loud Dam” Sponsor

- Free admission to museum events
- Name/business link on Museum website
- Name included on all promotional products
- 2'x4' Banner displayed at Grand opening
- Invitation for 4 to *Paddler Dinner (first year of sponsorship)
- Name to be displayed permanently on Sponsor Wall
- 15% discount on merchandise from gift shop (12 months)

\$3,000 - “Five Channels Dam” Sponsor

- Free admission to museum events
- Name/business link on Museum website
- Name included on all promotional products
- 2'x4' Banner displayed at Grand opening
- Invitation for 4 to *Paddler Dinner (first year of sponsorship)
- Name to be displayed permanently on Sponsor Wall
- 15% discount on merchandise from gift shop (12 months)

\$5,000 - “Cooke Dam” Sponsor

- Free admission to museum events
- Name/business link on Museum website
- Name included on all promotional products
- 3'x5' Banner displayed at Grand Opening
- Invitation for 6 to *Paddler Dinner (first year of sponsorship)
- Name to be displayed permanently on Sponsor Wall
- 20% discount on merchandise from gift shop (12 months)

\$10,000 - “Foote Dam” Sponsor

- Free admission to museum events
- Name/business link on Museum website
- Name included on all promotional products
- 4'x6' Banner displayed at Grand Opening
- Invitation for 6 to *Paddler Dinner (first year of sponsorship)
- Name to be displayed permanently on Sponsor Wall
- 25% discount on merchandise from gift shop (12 months)

\$25,000 + - “Finish Line” Sponsor

- Free admission to museum events
- Name/business link on Museum website
- Name included on all promotional products
- 4'x8' Banner displayed at Grand Opening
- Invitation for 8 to *Paddler Dinner (first year of sponsorship)
- Name to be displayed permanently on Sponsor Wall
- 30% discount on merchandise from gift shop (12 months)

****The Paddler Dinner takes place at 6 pm on Sunday in Oscoda following the AuSable River Canoe Marathon. Museum sponsors will be introduced during the awards ceremony.***

Sponsorship Form

INFORMATION

Name _____

Company/Organization _____

Address _____

Phone _____

Email _____

SPONSORSHIP LEVELS

Please check the box next to your level of participation. Please make checks payable to ARICM. (Please write "Museum" on the memo line.)

- \$500 Friend of the Museum**
- \$1,000 "Mio Dam" Sponsor**
- \$1,500 "Alcona Dam" Sponsor**
- \$2,000 "Loud Dam" Sponsor**
- \$3,000 "Five Channels Dam" Sponsor**
- \$5,000 "Cooke Dam" Sponsor**
- \$10,000 "Foote Dam" Sponsor**
- \$25,000 + "Finish Line" Sponsor**

Please return this form and payment for your sponsorship to:

ARICM/Museum

PO Box 652

Oscoda, MI 48750

