



2019 SPONSORSHIP PACKAGE

Saturday, September 14th, 2019

Shawnee Peak Ski Area, Bridgton, ME



An annual event to benefit:





Please join us as a sponsor for the...

2019 Norway Savings Bank Loon Echo Trek

Saturday, September 14th, 2019

Shawnee Peak Ski Area, Bridgton, ME

Protect Maine Woods, Water & Way of Life with Loon Echo Land Trust

Thousands of visitors come to New England each year to enjoy the spectacular landscapes and endless recreational opportunities. Many of those visitors enjoy the natural beauty of Maine's northern Sebago Lake region. Loon Echo Land Trust is committed to both preserving the natural resources of our home and sharing its beauty with visitors through recreational access. We hope that you will join us in protecting this land for future generations by becoming a sponsor of the 2019 Norway Savings Bank Loon Echo Trek.

What is the Trek?

The 2019 Norway Savings Bank Loon Echo Trek is the largest fundraising event for the Loon Echo Land Trust. This annual event features a 6-mile hike from Denmark to Bridgton along the ridge line of Pleasant Mountain down the trails of the Shawnee Peak ski area. The Mountain Challenge race for trail runners heads along the same route. Participants are timed and prizes will be awarded for top finishers. An after party with food, drinks, and raffle prizes for participants is hosted at Shawnee Peak at the conclusion of the hike & race. Funds raised from the Trek help Loon Echo protect and steward over 6,700 acres of land in the Lake Region for future generations.

What's in it for you?

The financial and in-kind contributions of our sponsors have been critical to the success of the Loon Echo Trek for the past 18 years. Depending on the sponsorship level you commit to, your business will be featured on all promotional materials; event t-shirts; in newspaper, magazine and radio ads; on LoonEchoLandTrust.org; in promoted social media posts; in e-blasts and more. In addition, each sponsor receives discounts on registrations for employees.

Thank you for your consideration as a sponsor for the 2019 Norway Savings Bank Loon Echo Trek! Confirm your sponsorship as soon as possible to guarantee your business name will be included in all of our marketing efforts. Please contact Loon Echo's Executive Director, Matt Markot (execdir@lelt.org), with any questions. We hope to join forces to make the 2019 Norway Savings Bank Loon Echo Trek a success!



2019 Norway Savings Bank Loon Echo Trek

SPONSORSHIP BENEFITS

2019 Loon Echo Trek Sponsorship Levels	PLATINUM \$2,000 +	GOLD \$1,000	SILVER \$500	BRONZE \$250
Employee Discount on Registration	50% +1 free	40% + 1 free	30% + 1 free	20%
One Complimentary Registration	✓	✓	✓	✓
Your business listed on Loon Echo Land Trust Website	Logo	Logo	Logo	Name
Your business listed on all rack cards and posters	Logo	Logo	Logo	Name
Your business listed on participant t-shirts	Logo	Logo	Logo	Name
Your business featured on social media	✓	✓	✓	✓
Your business names in newspaper ads	✓	✓		
Your business named in radio ads	✓			
Designated "rest stop" sponsor	✓	✓		
Sponsor display table available during event	✓	✓		
Special recognition by emcee during event	✓			

In-Kind Sponsorship— The value of your in-kind contribution allows you access to sponsorship at the level of equivalent cash sponsors.

Media Sponsorship— If you can help us get the word out, we would be pleased to chat with you about becoming a media sponsor for this event; we can design a package around our mutual needs.

2019 Marketing Goals

- **Social Media** — boosted Facebook and Instagram posts, Twitter promotion
- **Exposure in regional newspapers & magazines**
- **Email blasts to Loon Echo contacts**
- **Event posters & rack cards at over 50 local businesses & throughout Loon Echo's 7-town service area**
- **Promotion on Loon Echo Website as well as a dozen event listing websites**
- **Event presentations to run & hiking clubs in the greater Portland and North Conway area**



**Yes! My business wants to sponsor
the 2019 Norway Savings Bank Loon Echo Trek.**

SPONSORSHIP LEVEL

- Platinum (\$2,000+) Gold (\$1,000)
 Silver (\$500) Bronze (\$250)
 In-Kind (Value: \$_____) Media (Value: \$_____)
 Gift Bag Item Donation (10 small gifts for top pledge raisers) (Value: \$_____)

CONTACT INFORMATION

Business Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Contact Name and Title: _____

Contact Email: _____

PAYMENT METHOD

- Cash Check Credit Card (over the phone) Please send me an invoice

To activate sponsorship benefits ASAP, verbal and email commitments can be made in advance of payment. Please return form by Friday, June 14th, 2019.

Please return form to:
8 Depot St, Suite 4
Bridgton, ME 04009

Gifts are tax deductible within the limits of the law 501(c)(3).



Thank you for your support of the 2019 Loon Echo Trek!