



# Chamber of Commerce Inc.

P.O. Box 2, Bainbridge, New York 13733  
607-967-8700 • <http://www.canoeregatta.org>

*The Home of the General Clinton Canoe Regatta*

November 1, 2011

Greetings from the Bainbridge Chamber of Commerce, proud sponsor of the **50<sup>th</sup> Annual General Clinton Regatta**. It is hard to believe in 1962 this race began with a crazy idea of Charles Hinkley's, to hold a canoe race from Cooperstown to Bainbridge to attract people to the area. Now 50 years later, the Memorial Day tradition is still going strong and has attracted thousands of visitors and created a 45 acre park for all of the Tri-Town area to enjoy as well as being a world class event in the marathon canoeing community.

If you were a sponsor in the past, we would like to take the time to say **Thank You** for all of your support. Without all of your help, this event would have not continued for the 50 years. The **General Clinton Canoe Regatta** is one our regions longest running events and an event that brings canoe racers and their families from all over the country to our area. The regatta committee would like to invite your organization or business to join our team as a 2012 sponsor of the **50<sup>th</sup> General Clinton Canoe Regatta** held during Memorial Day weekend in May 2012.

The **General Clinton Canoe Regatta** attracts more than 2000 paddlers from around the world competing in 50 different races. The regatta culminates with the 70 mile endurance race from Cooperstown to Bainbridge, the worlds longest 1 day flat water canoe race with world class athletes competing for more than \$25,000 in cash and prizes thanks to our generous sponsors.

In addition to the exposure the races gives you, the General Clinton Park in Bainbridge gives you a chance to be visible to a large number of people attending the grounds for live entertainment, food, fireworks, arts and crafts, and carnival.

The Regatta is continues to build on our success of last years sponsor program, which included media sponsor WCDO AM-FM, and cooperate sponsors Mead-WestVaco. NBT Bank, Sidney Federal Credit Union, Price Chopper, and Brewery Ommegang, To continue to increase out purse and attract top notch entertainment we need your continued support as well as new sponsors to come on board with us. We do realize we are in difficult times, so any support that you can give will be greatly appreciated.

We would like you to join us a proud sponsor of the **50<sup>th</sup> Annual General Clinton Canoe Regatta** at a level that is most comfortable to your organization. Your sponsorship provides a valuable marketing and public relations opportunity as well as being part of one of the greatest canoe races in the world.

Attached are the sponsorship levels available with the benefits to your organization and a commitment form to return. We would like to have all of our commitments by Dec 15, 2011, so that we can create a special 50<sup>th</sup> advertising campaign. If you would like to tailor make a sponsorship to your business or you have any questions please feel free to contact me, John Harmon at 607-237-6008 or by email at [jharmon@mkl.com](mailto:jharmon@mkl.com). I look forward to working with you and thank you for your consideration.

Sincerely,

*John Harmon*

John Harmon  
2012 Regatta Chairman  
[www.canoeregatta.org](http://www.canoeregatta.org)

## 2012 Sponsorship Levels

### 50th Anniversary Edition

#### Presenting Sponsor - Minimum \$5000

##### 70 Mile Pro Endurance race presented by (sponsor)

- Added Sponsorship moneys to be used to increase pro purse by \$3500 to \$5000 for winners share
- Radio advertisements (including Binghamton media)
- Special sponsor mention during WCDO live broadcast of event
- Special recognition in Regatta Program
- Signage at General Clinton park (provided by Sponsor)
- 10 VIP passes including parking and chicken BBQ
- Logo on back of "Finishers T-Shirt" (1.5" x 3")
- Unlimited space for promotion of your Business or Display
- Opportunity to place promotional materials in the racer's registration packets
- Size 1 lettering on Sponsor banners located at General Clinton Park
- Year-round exposure of your name/logo, locale, phone number, and webpage.

#### Event Sponsor - Minimum \$2000

- Radio advertisements (including Binghamton media)
- Special sponsor mention during WCDO live broadcast of event
- Special recognition in Regatta Program
- Signage at General Clinton park (provided by Sponsor)
- 10 VIP passes including parking and chicken BBQ
- Logo on back of "Finishers T-Shirt" (1.5" x 3")
- Unlimited space for promotion of your Business or Display
- Opportunity to place promotional materials in the racer's registration packets
- Size 1 lettering on Sponsor banners located at General Clinton Park
- Year-round exposure of your name/logo, locale, phone number, and webpage.

#### Program /Activity Sponsor - \$500.00- \$5000.00 (Race Sponsors, Day Sponsors)

- Gate/Parking Sponsors ( Friday - \$750, Sat - \$7500, Sun - \$5000, Mon - \$1000)
- Race T-Shirt Sponsors – (\$1000 to \$2500) – Sponsor each race's 50<sup>th</sup> Anniversary T-Shirts
- Hall of Fame Sponsor – (\$2500) – Tent Sponsor
- Special sponsor mention during WCDO live broadcast of event
- Signage at General Clinton Park (provided by sponsor)
- 5 VIP passes including parking and chicken BBQ
- Logo on back of "70 Mile" Finishers T-Shirt" (1.5" x 3")
- 20' x 20' space for promotion of your Business or Display
- Opportunity to place promotional materials in the racer's registration packets
- Size 2 lettering on Sponsor banners located at General Clinton Park
- Year-round exposure of your name/logo, locale, phone number, and webpage.

#### Banner Sponsor - \$250

- Logo on "70 Miler" Finisher T-Shirt (back of Shirt 2")
- Year-round exposure of your name/logo, locale, phone number, and web page.
- Size 3 lettering on Sponsor banners located at General Clinton Park.
- (3) Parking Passes