



2021 SPONSORSHIP BENEFITS PACKAGE

RACE DETAILS

Saturday, July 10, 2021

Location: Buchert Park, Mantua Village

8:00 AM Race Starts

RACE PURPOSE

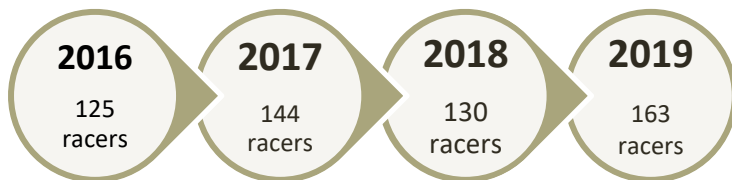
The Headwaters Adventure Race provides a fun opportunity to encourage healthy activity while showcasing historic sites, parks, trails, nature preserves, scenic landscapes, and the beautiful Upper Cuyahoga River, a State-designated Scenic River. The event also helps to raise funds for the Portage Park District to support trails and watershed conservation. The race consists of a 2-mile run, and 10-mile pedal and a 5-mile paddle.

EVENT IMPACT

The Portage Park District's mission is to conserve Portage County's natural heritage and provide opportunities for its appreciation and enjoyment. They work to improve the health and quality of life in communities while realizing significant economic benefits.

EVENT METRICS

After careful consideration, the 2020 race was canceled due to COVID. From 2016 to 2019 there was approximately a 25% increase in the number of racers. The 2021 race offers a virtual option to increase participation. The race attracts a wide range of ages from 14 – 78 years old.






















MARKETING PLATFORMS

The Portage Park District utilizes the following platforms to advertise the event:

- Monthly e-newsletter
- Facebook @PortageParkDistrict and @PortageParkDistrictFoundation
- Website (www.portageparkdistrict.org)
- Constant Contact email blast
- Flyers at local businesses and park kiosks

CORPORATE SPONSORSHIP BENEFITS

	Headwaters Captain \$1,000	Headwaters Guide \$500	Headwaters Crew \$250	Headwaters Ally \$100
Name included in race media releases			SELECT	
Logo on e-marketing to race participants				
Logo on event ads			SELECT	SELECT
Logo on race website with link to sponsor's website				
Logo on wayfinding signage throughout the race		SELECT		
Sponsor-supplied banners displayed along the finish chute				
Complimentary race entries (individual)	4	2	1	
Logo on participant t-shirts				
Sponsor-supplied material to be included in race bag				

BECOME A SPONSOR

If you are interested in becoming a sponsor please contact:
Kristi Kato, Portage Park District Foundation Board Member
kristirun10@gmail.com or 440-231-2311

Please make checks payable to:

Portage Park District Foundation
705 Oakwood Street, Suite G-4, Ravenna, Ohio 44266

Because the Foundation is a charitable organization, your donation may be considered tax-deductible to the extent allowable by law.