



# Corporate Partnership Opportunities 2017

## Peak Sponsor

**\$10,000**

- *Exclusive partner in events, activities, advocacy partner, web presence and social media exposure. (45,000+ Facebook likes, 34,000+ unique monthly web visitors (July 2016), nearly 5,000 monthly blog views (July 2016), 7,500+ ADK Today subscribers, and nearly 6,000 advocacy subscribers.)*
- Company name and logo will be prominently displayed on event announcements, press releases, sponsorship board, and posters for ADK events: *National Trails Day in Lake Placid, ididaride!, in North Creek, NY, Winterfest 2017 at the Adirondak Loj in Lake Placid & Expo Exhibition at Mendon Ponds in Rochester, June 2017*
- (1) Full page back cover ad in *Adirondac*, ADK's bi-monthly publication reaching 20,000+ households (*value \$1200*)
- Special recognition and link with logo on ADK's website with 20,000+ unique users/month, as well as individual event-branded pages for ADK events: *2017 Winterfest, National Trails Day, ididaride! and Expo*
- Special recognition appearing 3x in *ADK Today*, ADK's electronic newsletter, sent to 15,000+ readers/month
- Branded item for inclusion in event swag bags and logo on event emails

*Submit .jpg of logo to Annual Fund Manager, Sunday Conine at [sunday@adk.org](mailto:sunday@adk.org)*

## Great Range Sponsor

**\$5,000**

- Company name and logo will be prominently displayed on event announcements, press releases, sponsorship board, and posters for ADK events: *National Trails Day in Lake Placid, ididaride!, in North Creek, NY, Winterfest 2017 at the Adirondak Loj in Lake Placid & Expo Exhibition at Mendon Ponds in Rochester, June 2017*
- Special recognition with logo appearing 3x in *Adirondac*, ADK's bi-monthly publication reaching 20,000+ households
- Special recognition and link with logo on ADK's website with 20,000+ unique users/month, as well as individual event-branded pages for ADK events: *2017 Winterfest, National Trails Day, ididaride!*
- Special recognition appearing 3x in *ADK Today*, ADK's electronic newsletter, sent to 15,000+ readers/month

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## Pinnacle Sponsor

**\$1,000**

- Company name and logo will be prominently displayed on announcements, press releases, and sponsorship board
- Exclusive partner mention on ADK emails and on social media; Facebook, Twitter, Instagram.
- Special recognition with logo appearing 1x in *Adirondac*, ADK's bi-monthly publication reaching 20,000+ households
- Special recognition and link with logo on ADK's website with 20,000+ unique users/month
- Special recognition appearing 1x in *ADK Today*, ADK's electronic newsletter, sent to 15,000+ readers/month

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## Trailhead Sponsor

**\$500**

- Partner with ADK for **One (1) ADK** event: *Winterfest 2017, National Trails Day, ididaride! or Expo in Rochester*

SELECT EVENT: \_\_\_\_\_

- Special recognition and link with logo on ADK's Web site with 20,000 unique users/month
- *Social media exposure on Facebook, Twitter, Instagram and ADK Today announcing partnership for Expo*

*Submit .jpg of logo to Annual Fund Manager, Sunday Conine at [sunday@adk.org](mailto:sunday@adk.org).*

## Vendor table

**\$100**

- Opportunity to present at ADK events to an exclusive audience of ADK'rs who are: health-conscious, environmentally-conscious, enjoy travel, and who support our regional economy
- Special recognition appearing *ADK Today*, ADK's electronic newsletter, sent to 15,000 readers

*Submit .jpg of logo to Annual Fund Manager, Sunday Conine at [sunday@adk.org](mailto:sunday@adk.org).*

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**Company Name**

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**Address**

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**Contact Name**

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**Phone**

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**Email**

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**Date**

**LOGO REQUIREMENTS:** submit via email as a .jpg to [sunday@adk.org](mailto:sunday@adk.org).

Adirondack Mountain Club, Inc. is a not-for-profit organization that is tax-exempt under section 501c(3) of the Internal Revenue Code. ADK tax id # 15-0586270. The Adirondack Mountain Club (ADK) is a powerful voice protecting New York State's wild lands and waters. ADK is a nonprofit organization with 30,000 members in 27 chapters and 36 year-round staff offering programs that help people discover, play in, and protect natural places.

For more information or to become a sponsor, please call Sunday Conine, Annual Fund Manager at (518) 668-4447, x42.