

BECOME AN ADK CORPORATE PARTNER

Corporate Partnership

The Benefits of Partnership

\$100 Moose River Level

- One-year subscription to *Adirondac* magazine
- ADK decal

\$250 Ausable River Level

- Logo included in one (1) ADK Today e-newsletter sent to 25,000+ subscribers
- Includes one-year subscription to *Adirondac* magazine and ADK decal

\$500 Saranac River Level

- Logo included in two (2) ADK Today e-newsletters sent to 25,000+ subscribers
- Logo on ADK.org website for one year
- Includes one-year subscription to *Adirondac* magazine and ADK decal

\$1000 St. Regis River Level

- Logo included in (4) ADK Today e-newsletters sent to 25,000+ subscribers
- Logo on ADK.org website for one year
- One (1) social media mention, February 2020
- One (1) half-page ad in *Adirondac* magazine
- Includes one-year subscription to *Adirondac* magazine and ADK decal

\$2500 Raquette River Level

- Linked logo included in twelve (12) ADK Today e-newsletters sent to 25,000+ subscribers
- Linked logo on ADK.org website for one year
- Two (2) social media mentions, February and July 2020
- One (1) full-page ad in *Adirondac* magazine
- Includes one-year subscription to *Adirondac* magazine and ADK decal

\$5000 Hudson River Level

- Linked logo in every issue of ADK Today e-newsletter for one year (24), seen by 25,000+ subscribers
- Linked logo on anchored homepage of ADK.org for one year
- Three (3) social media mentions, February, July, and November 2020
- Two (2) full-page ads in *Adirondac* magazine
- One (1) blog article on ADK.org about partnership with corresponding mass email
- Opportunity to participate in special donor outings (up to 4 participants)
- Includes one-year subscription to *Adirondac* magazine and ADK decal

ADK Communication Stats (as of 10/4/19)

58,400 Facebook followers
22,800 Instagram followers
6200 Twitter followers
38,000 Email addresses
276,000 Unique website visitors

ADK's total reach is over 400,000



Working for Wilderness

Event Sponsorship

You have an opportunity to sponsor (3) different annual ADK events.

National Trails Day

Saturday, June 6, 2020

On-site intensive trail work at a pre-determined location completed by 100+ passionate ADK volunteers and led by ADK Trails Coordinator, Andrew Hamlin. The day ends with a volunteer recognition dinner.

Sponsorship Opportunities & Benefits*:

\$250 Volunteer Sponsor

Help defray costs to host and supervise trail volunteers.

- Sponsor logos will be included in ADK Today 'thank you' mention prior to the event (sent to 25,000 email addresses).

\$500 T-Shirt Sponsor

- Business logo included on the back of NTD event t-shirt¹
- Opportunity to join the crew for dinner on Saturday evening

\$750 Equipment Sponsor

Help purchase needed tools such as pick axes and mattocks, and safety equipment for volunteers.

- Business logo included in a half-page ad in *Adirondack* magazine to thank sponsors for their support.

**All sponsor logos will be included on event page of the ADK website and will be included in one social media shout out prior to the event.*

Forever Wild Online Auction

October 5 to 19, 2020

Sponsorship Opportunities & Benefits:

\$500 In-kind Sponsor

Donate an item/gift certificate/service valued at \$500+

- Event Sponsor status on BiddingForGood.com.
- Link to the event page from ADK.org.
- Inclusion in (2) ADK Today e-newsletters sent to 25,000 email addresses.

15th Annual

ididaride! Adirondack Bike Tour

Sunday, July 26, 2020

This popular ride takes place in scenic North Creek, NY and attracts approximately 400 cyclists.

Two course options: the new 57-mile on-road or the 23-mile off-road.

Après-Ride Party includes food, drink, and entertainment.

Sponsorship Opportunities & Benefits*:

\$100 Mile Marker Sponsor

- Business name/logo on weather-resistant sign displayed along route.

\$250 Rest Stop Sponsor

Help offset costs for necessary rest stop supplies.

- Recognition at each sponsored rest stop.

\$500 Advertising Sponsor

- Business logo on back of the event t-shirt²

\$1000 Event Partner

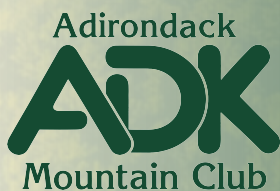
Top-tier partner benefits are:

- Optional vendor table at the event for face-to-face interactions with 500+ participants, spectators, volunteers, and supporters.
- Event Partner logo inclusion in ADK Today newsletter (sent to 25,000 email addresses), 2 issues per month; May through July = 150,000 impressions
- Event Partner logo on ididaride! event t-shirt²
- Event Partner banner with premium display location at the Pavilion event site.
- Five (5) Event Partner logo branded Mile Marker signs placed along event route.

**All \$500+ sponsors will have business logo included on event t-shirt² for ididaride!*

¹ Commitment required by April 15 for inclusion

² Commitment required by May 15 for inclusion



For details on becoming an event sponsor
Contact: Sunday Conine, Annual Fund Manager
Sunday@adk.org, or call 518-668-4447, ext. 42,
or visit adk.org/sponsor-an-event/