



Kickapoo Reserve Dam Challenge Triathlon 2016 Sponsorship Opportunities

What is the Kickapoo Reserve Dam Challenge?

The fourteenth annual Kickapoo Reserve Dam Challenge Triathlon will be held on Saturday, October 1, 2016 (<http://kickapoovally.wi.gov/damchallenge>). This challenging and scenic triathlon event includes a 7-mile paddle on the Kickapoo River, a 15-mile road bike, and a 3-mile trail run. All legs of the race take place within the 8,589-acre Kickapoo Valley Reserve (KVR), which boasts some of the hilliest terrain in the Driftless Region of southwestern Wisconsin.

Who participates in the Kickapoo Reserve Dam Challenge?

In 2015, the Dam Challenge brought 354 athletes from across the country to the area. The race also generated over 200 spirited spectators and invaluable volunteers. Below are race statistics:

| | 2015 | 2014 | 2013 | 2012 |
|------------------------|-------------------|-------------|------|-------------------|
| Registrations | 354 | 463 | 553 | 538 |
| Growth | -109 | -90 | 15 | 67 |
| Racers (less no-shows) | 294 | 382 | NA | 468 |
| No-shows | 60 | 81 | NA | 55 |
| Boats on River | 192 / 1 hr 50 min | 223 / 2 hrs | NA | 288 / 2 hr 25 min |
| Winning Time | 2:15:38 | 2:13:09 | NA | 2:10:09 |
| Paddle | 1:03:56 | 1:01:20 | NA | 1:02:54 |
| Bike | 47:35 | 47:37:00 | NA | 43:48:00 |
| Run | 22:45 | 22:28:00 | NA | 22:07 |
| Winner | Dan Goltz | Dan Goltz | NA | Dan Goltz |
| State/Country | | | | |
| IA | 8 | 11 | 15 | 14 |
| IL | 14 | 25 | 31 | 21 |
| MN | 46 | 53 | 75 | 76 |
| WI | 264 | 358 | 416 | 414 |
| Category | | | | |
| Individual - Solo | 31% | 30% | 20% | 23% |
| Individual - Tandem | 41% | 44% | 55% | 51% |
| 4 Relay Teams | 6% | 21% | 11% | 7% |
| 2 Relay Teams | 22% | 5% | 14% | 19% |
| Class | | | | |
| Competitive | 32% | 30% | 53% | 36% |
| Citizen | 68% | 70% | 47% | 64% |
| Gender | | | | |
| Male | 59% | 55% | 57% | 54% |
| Female | 41% | 45% | 43% | 46% |
| Age Category | | | | |
| Youth (17 & under) | 4% | 3% | 3% | 4% |
| Adult (18-39) | 44% | 53% | 47% | 47% |
| Masters (40-55) | 36% | 31% | 38% | 40% |
| Elite (56-69)) | 15% | 12% | 12% | 9% |

Sponsorship Benefits Becoming a sponsor of the Kickapoo Reserve Dam Challenge provides businesses with a unique opportunity to make an investment that will produce strong and significant returns.

Support of a Good Cause Race proceeds will benefit the Education Program at the KVR, which offers unique hands-on environmental learning opportunities to students of all ages. We provide an opportunity for students to explore an outdoor classroom and learn-by-doing in a wide range of subjects from natural history and science to team building and outdoor adventure. In 2015, the Education & Events Program at the Reserve served over 7,000 local and regional students and community members.

Inexpensive Advertising Sponsorship of the Kickapoo Reserve Dam Challenge is very affordable when compared to most other advertising formats and will probably produce a more meaningful result. Sponsor logos will appear on the Dam Challenge website, on the event registration website, on the racer and volunteer t-shirts, on race promotional materials and will be announced on race day.

Target Market Advertising Are Dam Challenge racers your potential customers? Our racers love the great outdoors, canoeing, biking, and running. They may also be interested in area restaurants, lodging, stores, and gas stations. If your business provides services or products that would make racers' Dam Challenge experience more enjoyable or successful, you should consider becoming a sponsor.

Race Day Business On race day, the athletes, spectators and other participants patronize area businesses. Visitors recall the businesses and individuals that made this special event possible long after the race.

Sponsorship Levels

Gold Sponsor (\$500+)*

- Silver Sponsor benefits, plus
- Opportunity to have a designee from your business present awards
- 2 more free registrations (a total of 4) for employees and race t-shirts

Silver Sponsor (\$250)*

- Business logo on website, event t-shirt, event mailings, and event posters
- Business name announced periodically throughout race day
- Opportunity to set up display or hang banner on event grounds
- Opportunity to offer promotional information or product samples to racers
- 2 free registrations for employees and race t-shirts

Bronze Sponsor (<\$250)*

- Business name (no logo) on website
- Business name (no logo) on event t-shirt
- Business name on event mailings
- Business name on posters at event

***Donations can include monetary and/or in-kind contributions**

Sponsorship Agreement

Yes! We want to help promote exciting silent sports and benefit the Education & Events Program at the KVR by donating to the Kickapoo Reserve Dam Challenge Triathlon. We will sponsor this event as listed below:

| Sponsorship Level | Sponsorship Amount or Value |
|--|-----------------------------|
| Gold Sponsorship (\$500+) | |
| Silver Sponsorship (\$250) | |
| Bronze Sponsor (\$100-\$250) | |
| <input type="checkbox"/> Enclosed is a check for the indicated sponsorship amount payable to the Friends of the KVR . <input type="checkbox"/> Please send me an invoice for the indicated sponsorship amount. | |
| We would like to donate the following goods, services or door prizes: | |
| We are not able to participate as a full sponsor but would like to make a one-time financial donation of \$ <input type="checkbox"/> Enclosed is a check for the indicated amount payable to the Friends of the KVR . <input type="checkbox"/> Please send me an invoice for the indicated donation amount. | |

| | |
|-----------------|--|
| Business Name: | |
| Address: | |
| Contact Person: | |
| Contact Phone: | |
| Email Address: | |

Contact: Sadie Urban
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