



**Over the past 20 years,** the Round the Rock Alcatraz Challenge has become one of the most exciting races within the Northern California paddling community, and attracts hundreds of paddlers from California and beyond. The race is hosted by He'e Nalu Outrigger Canoe Club, founded in 1994, and a proud member of the Northern California Outrigger Canoe Association (NCOCA).

This event has built on a history of a world-class competition in the heart of the San Francisco Bay. As a traditional Polynesian outrigger race, the 'Round the Rock Alcatraz Challenge' combines elements of one of the world's most dynamic bodies of water, under the shadow of the Golden Gate Bridge, and along the waterfront of one of the world's most charismatic cities. It is a race to challenge the veteran competitor, stretch the abilities of the novice, and inspire all spectators.

*We are actively looking for sponsors who want to get their brand exposed to the participants and paddling community.*

#### EVENT DETAILS:

EVENT: THE ROUND THE ROCK ALCATRAZ CHALLENGE OUTRIGGER CANOE RACE

DATE: SATURDAY, AUGUST 5, 2017

HOST: HE'E NALU OUTRIGGER CANOE CLUB

## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP - \$5,000

Event Exclusive

1. Naming rights for the event and inclusion of logo on all event materials, including: website, social media, flyers, t-shirts & jerseys. Awards.
2. 25ft. banner at event
3. Opportunity for sponsor to speak at event
4. Booth space 10'x10'
5. Ability to have wing banners on site during event

### COURSE SPONSORSHIP - \$2,500

Exclusive by Race Course

1. Naming rights for one of the race courses (Long or Short Course) and display advertising at the event
2. Logo featured on website for one year on event invitations and materials
3. Opportunity for sponsor to speak at event
4. Booth space 10'x10'
5. Ability to have wing banners on site during event

### PRODUCT SPONSOR - \$500

Non-Exclusive

1. Product sampling in athlete bags and ability to display at event
2. Logo featured on website for one year on event invitations and materials
3. Ability to have wing banners on site during event
4. Products for raffle prizes