

**YES! My business would like to help sponsor the LGLC's 2020 Hike-A-Thon!**

Business Name (as you would like it to appear for publicity)

.....  
.....  
.....

Contact Name Address

.....  
.....  
.....

Phone

.....







Email

.....

Website

.....

Sponsorship Level (please circle)

- |   |   |   |
|---|---|---|
|  <b>SUMMIT</b><br>\$2,500 |  <b>TRAIL</b><br>\$1,000 |  <b>CAIRN</b><br>\$500     |
|  <b>BLAZE</b><br>\$250   |  <b>PACK</b><br>\$100   |  <b>OTHER</b><br>\$ ..... |

**Please submit form & check made out to "LGLC" to:**

LGLC, 2020 Hike-A-Thon  
PO Box 1250  
Bolton Landing, NY 12814

Or make your sponsorship donation online at:  
[lakegeorgehikeathon.org](http://lakegeorgehikeathon.org)

Sponsorships must be received by **Feb. 28** for inclusion in our Spring Newsletter. Your high resolution logo may be emailed to [shoffman@lgc.org](mailto:shoffman@lgc.org). Email or call 518-644-9673 for more information.



**LAKE GEORGE  
LAND CONSERVANCY**

Protecting the Land that Protects the Lake  
Since 1988

The Lake George Land Conservancy is an accredited not-for-profit land trust that works to protect the world renowned water quality of Lake George and to permanently preserve the natural, scenic, historic, and recreational resources of the Lake George region.

As a not-for-profit land trust, our work depends on the generosity and passion of people who love Lake George and want it to remain as clean and beautiful as it is today for their children and future generations.

**Be A Sponsor! Contact Us Today!**  
518-644-9673

Lake George Land Conservancy  
PO Box 1250  
4905 Lake Shore Dr.  
Bolton Landing, NY 12814

[LakeGeorgeHikeAThon.org](http://LakeGeorgeHikeAThon.org)  
[LGLC.org](http://LGLC.org)



HikeLakeGeorge  
[LakeGeorgeHikeAThon](https://www.facebook.com/LakeGeorgeHikeAThon)



@HikeLakeGeorge  
[#HikeLakeGeorge](https://www.instagram.com/HikeLakeGeorge)



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.



**SPONSORSHIP  
OPPORTUNITIES  
- 2020 -**



# LAKE GEORGE LAND CONSERVANCY HIKE-A-THON

The Lake George Land Conservancy's annual Hike-A-Thon is a one-day event held each July 5th, created to showcase the LGLC's parks and preserves as free public resources, and to promote a healthy active lifestyle and appreciation for the land that protects the lake.

Hikes and paddles take place simultaneously at locations around Lake George, culminating with aerial photography of each group by helicopter.

This is your opportunity to support healthy outdoor recreation for healthy communities; spotlight the fantastic natural resources of Lake George; and promote your business to a highly engaged audience.

## Questions?

More information, including sponsorship and volunteer opportunities, can be found at [lakegeorgehikeathon.org](http://lakegeorgehikeathon.org), or call us at 518-644-9673.

## 2020 SPONSORSHIP OPPORTUNITIES

Your support as a sponsor of the Lake George Hike-A-Thon makes it possible for this event to stay free for participants, which allows families of all sizes to join in the fun!

SUMMIT



\$2,500

### TRAIL'S BENEFITS PLUS

- **One seat in the Hike-A-Thon helicopter** during its flight around the lake! This exclusive experience lasts about 2 hours on the morning of July 5<sup>th</sup> as you fly over each Hike-A-Thon group and wave to the cheering crowds! *(Limited opportunity: only 2 seats available, given to first 2 confirmed Summit Sponsors)*
- **Logo screenprinted on goody bags.** (exclusive benefit for Summit Level Sponsors)
- **Top logo placement** on event t-shirts.

TRAIL



\$1,000

### CAIRN'S BENEFITS PLUS:

- NEW!**
- **Recognition as underwriter in radio ads for HAT.** 40 spots on HITS 95.9 prior to the event.
  - Full color logo placement as **underwriter for kids' activity sheets** provided at every Hike-A-Thon site.

CAIRN



\$500

### BLAZE'S BENEFITS PLUS:

- NEW!**
- **Logo upgrade on event t-shirts.**
  - **Recognition as an After-Party sponsor during live remote broadcast by HITS 95.9 on July 5.**
  - Recognition in press releases and print advertising.

BLAZE



\$250

### PACK'S BENEFITS PLUS:

- **Listing on event t-shirts.**
- Ability to provide marketing materials (rack card, brochure, etc.) in goody bags and at the After-Party.
- Logo placement in LGLC's spring newsletter.

PACK



\$100

- Sponsorship recognition in the LGLC's spring newsletter, distributed to 7,200 households and via email and online.
- Listing in event emails, social media posts, and on goody bag handouts to all participants.

**Sponsorship Requests must be received by February 28, 2020 to guarantee full benefits as listed.**

*Do you have an idea that's not listed here? Please contact Sarah Hoffman to discuss other ways we can help you promote your business in exchange for your generous support of this spectacular event! Call 518-644-9673 or email [shoffman@lglc.org](mailto:shoffman@lglc.org).*

