



You are invited to be part of the LGLC's 10th Annual Lake George Hike-A-Thon! Promote your business to hundreds of Lake George lovers, from Lake George to Ticonderoga!

For its **10th** year we are continuing the Hike-A-Thon's successful hybrid format, incorporating both in-person hikes as well as virtual opportunities that will allow for as many people to participate as possible.

As a sponsor of the Hike-A-Thon, you'll be able to:

- promote your business to an engaged, targeted audience;
- reach thousands of people through our newsletter, social media, email marketing, and website; and
- show your support of protecting the resource that keeps your guests and patrons coming back year after year.

To help celebrate our 10th anniversary, we're adding some new, special opportunities! In addition to the standard event t-shirt given or sold to all participants, we'll be offering a **special, collector's edition anniversary tie-dye t-shirt**, featuring our top sponsors.

Plus, we're boosting the After-Party to include more activities, food, and experiences to draw a great crowd, including live music and the helicopter landing on-site! As a sponsor, you are invited to be at the After-Party to promote your business and even sell merchandise!

SPONSORSHIP

Sponsorship opportunities are available at levels ranging from \$100 to \$2,500. To receive maximum benefits as listed, confirm your sponsorship as soon as possible!

Your support helps to keep this event free for participants, which is essential to achieving our goal of engaging all of Lake George's diverse communities. For more information on how you can be part of this once-in-a-lifetime event, please contact Sarah Hoffman at 518-644-9673 or email shoffman@lglc.org.



Protecting the Land that Protects the Lake since 1988

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The Hike-A-Thon was launched in 2013 to showcase our parks and preserves as free public resources, promote a healthy lifestyle for kids and families, and grow awareness for protecting the land that protects the lake.

Simultaneous hikes and paddles take place all around Lake George on the morning of July 5th, culminating with aerial photography of each group by renowned photographer Carl Heilman, II, from a helicopter piloted by Bruce Mowery of North Country HeliFlite.

The event encourages participation from people of all backgrounds, ages and abilities by offering sites that have varying levels of difficulty. Plus, **thanks to sponsor support, the Hike-A-Thon has always been free for all participants!**

The pandemic showed us just how important access to the outdoors is for our physical and mental health, but for some, hiking continues to be intimidating or otherwise unachievable on their own. As our greatest outreach effort, the Hike-A-Thon allows us to introduce hiking and the importance of land conservation in a safe, welcoming environment.

Each property included in the Hike-A-Thon is either currently owned and/or managed by the LGLC, was at one time protected through the efforts of the LGLC, or is one of our Partner Sites. We value these partners' own efforts in stewarding their land and providing access to these special places to their members and the public.



THE AFTER-PARTY

We are very excited to continue our After-Party for both our participants and sponsors. This year's Party will be held at the Bolton Community Center, on Edgecomb Pond Road in Bolton. Participants, friends and family are invited to come together after their hikes to swap stories and get information from event sponsors. Refreshments, kids' activities, lawn games, merchandise, and vendor booths will also be available.

*Please note that all plans are subject to change according to NYS and CDC guidelines for safe group activities during this continued time of the coronavirus pandemic.



ABOUT THE LGLC

The Lake George Land Conservancy (LGLC) has been protecting the land that protects the lake since 1988.

To date, the LGLC has helped to protect over 12,074 acres of land, which have either remained in private ownership or been transferred to New York State for inclusion in the Lake George Wild Forest.

In 1990 LGLC received a donation of land in Ticon-

deroga—Cook Mountain—that would become its first preserve with public hiking trails. Today, the LGLC owns and maintains more than 40 miles of hiking trails on 34 parks and preserves throughout the Lake George watershed.

In addition to working to protect the water quality of Lake George, these protected lands contribute to the health and quality of life for community residents, and entice visitors to come back year after year.