

**YES!** My business would like to help sponsor the LGLC's 2024 Hike-A-Thon!

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







Contact Name Address  
.....  
.....  
.....

Phone  
.....

Email  
.....

Website  
.....

Sponsorship Level (please circle)

-  **SUMMIT**  
\$2,500
-  **TRAIL**  
\$750
-  **CAIRN**  
\$500
-  **BLAZE**  
\$250
-  **PACK**  
\$100
-  **OTHER**  
\$ .....

Please submit form & check made out to "LGLC" to:  
LGLC Hike-A-Thon  
PO Box 1250  
Bolton Landing, NY 12814

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

**Sponsorships must be received by March 29, 2024 for inclusion in our spring/summer newsletter.** Your high resolution logo may be emailed to [shoffman@lglc.org](mailto:shoffman@lglc.org). Email or call 518-644-9673 for more information.



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

 HikeLakeGeorge  
LakeGeorgeHikeAThon

 @HikeLakeGeorge  
#HikeLakeGeorge



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



# 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.

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.

Funding is used to offset event expenses, such as the free t-shirts given to participants, as well as supplies for volunteers and the After Party. Any additional funding goes to support the LGLC's stewardship programs.

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



## 2024 SPONSORSHIP OPPORTUNITIES

Your support makes it possible for the Hike-A-Thon to stay free for participants, allowing families of all sizes to join in the fun and grow their love of Lake George!

### 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 5th 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



\$750

#### CAIRN'S BENEFITS PLUS:

- **Logo on photo op** at After Party.
- **Logo on signage** at After Party as Underwriter.\*\*\*
- **Recognition with logo** in print advertising in the Lake George Mirror, Adk Sports, and Adk Explorer.\*\*

### BLAZE



\$250

#### PACK'S BENEFITS PLUS:

- **Listing on event t-shirt.**
- **Logo** in the LGLC spring/summer newsletter.\*
- Invited to have a **booth at the After Party** to promote your business and sell merchandise/services.

### CAIRN



\$500

#### BLAZE'S BENEFITS PLUS:

- **Logo** upgrade on event t-shirt.
- **Logo on After Party welcome signage.**
- Recognition in press releases and print advertising leading up to the event.

### PACK



\$125

- **Listing** in the LGLC spring/summer newsletter — 12,000+ distribution plus email and online.\*
- **Listing** in event emails, social media posts, and on goody bag handouts given to all participants.
- Ability to **provide marketing materials** (rack card, brochure, etc.) in goody bags given to all participants.

\* To be included in the spring/summer newsletter, sponsorship confirmation must be received by March 29, 2024.

\*\* Actual appearance in advertising dependent on time of sponsorship confirmation; Ads to appear March–July.

\*\*\* Underwriting for choice of one After Party station: Children's Activity Tent, Live Music, or Picnic Area.

