



July 28, 2024 | Norm's Marina | Hinsdale, NH

Rain Date 8/4

The Race

Connecticut River Conservancy welcomes the return of the 45th annual **NEPC - New England Paddlesports Championship** race! Canoe, kayak, SUP, and surf ski racers from across the Northeast compete for honors on New England's historic Connecticut River between southwest New Hampshire and southeast Vermont. Racers choose to run the **12-mile competitive course** or the **5-mile recreational course**. The course laps the Brattleboro-Hinsdale island by passing under the Rte. 119 bridges, where spectators cheer on competitors. NEPC is part of the [New England Canoe and Kayak Racing Association](#) (NECKRA) Flatwater Point Series.

CRC Annual Web Traffic

77,623 sessions

CRC Social Media

13k+ combined followers

Brattleboro Reformer Reach

124k Unique Visitors
8k+ Circulation

Community Fun

Spectators can join in the action from the shoreline with activities & displays presented by CRC and our community partners. There will also be a **1-mile community paddling challenge, open to all**. Plus food & beverage trucks to keep you satiated. Join us!



Photos courtesy Kelly Fletcher Photography

Why Sponsor?

- Increase your business exposure through generous media coverage and regional promotion.
- Demonstrate your commitment to the environment through stewardship of one of New England's greatest natural resources.
- Be part of amplifying recreation and tourism on the Connecticut River to benefit local economies.

Local Partners



Sponsor Benefits

Priority Deadline: May 1st



with Media Partner **Brattleboro Reformer**

Enjoy two extra weeks of exclusive recognition as the event's Lead Sponsor at \$5,000!

Watershed Sponsor ~ \$2,500

CRC

- Event banner logo
- Highlighted in PSA's
- Event posters & promo material
- Co-host on NEPC Facebook event
- Social media shoutout
- E-news recognition - regional
- Website - logo
- Race t-shirts - logo

Brattleboro Reformer 6/17 - 7/28

- two 1/4pg race branding ads to include all sponsor logos
- 4x online reveal/anchor ad position
- 6x3 column x 5" ads in paper to promote event
- Inclusion in announcement press release
- Inclusion in thank you ad after the event
- Facebook event promotion

River Sponsor ~ \$1,000

CRC

- Event posters & promo material
- Co-host on NEPC Facebook events
- Social media shoutout
- CRC E-news recognition - regional
- CRC website - logo
- Race t-shirts - logo

Brattleboro Reformer 6/17 - 7/28

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Stream Sponsor ~ \$500

CRC

- Social media shoutout
- E-news recognition - regional
- Website - logo
- Race t-shirts - logo
- Online Annual Report - logo

Brattleboro Reformer 6/17 - 7/28

- Two 1/4pg race branding ads
- 6x3 column x 5" ads in paper to promote event
- Inclusion in thank you ad after the event

YES, we want to sponsor CRC's NEPC '24 !

Complete the form below or [make your commitment online](#)

Company Name (as you would like it to appear in print/online materials): _____

Website: _____

Mailing Address: _____ City, State, Zip: _____

Contact Name: _____ Title: _____

Work Phone: _____ Cell Phone: _____

E-mail: _____

If not yourself, who would you like to receive formal acknowledgement of this sponsorship? Please provide name, title, email:

Sponsorship Level	Contribution	Mail completed form to:
Lead Sponsor \$5,000		Connecticut River Conservancy 15 Bank Row Greenfield, MA 01301 ATTN: NEPC Sponsorship Email form to: bmorrison@ctriver.org
Watershed Sponsor \$2,500		
River Sponsor \$1,000		
Stream Sponsor \$500		
Method of Payment:		<i>Email address required for processing credit cards. Please include above.</i>
Please send me an invoice		
Check enclosed		
Credit card #		
Exp. Date (mm/yy)	CVC #:	
Name as it appears on card:		
Signature:	Date:	

Priority Sponsor Deadline: May 1st

Connecticut River Conservancy is a tax-exempt 501(c)(3) organization (EIN: 04-2148397)



**Connecticut River
Conservancy**

To learn more about sponsorship opportunities, please contact Brett Morrison at 413-772-2020, ext. 218 or bmorrison@ctriver.org