



ROLLERSKI AWARENESS DAY JUNE 1, 2024



SPONSORSHIP PACKET

PROMOTING SAFETY ON THE ROADS AND TRAILS OF ANCHORAGE FOR NORDIC SKIERS & OLYMPIANS IN TRAINING

New This Year! 2024 Safety & Summer Activity Expo
Following Rollerskiathon!



Alaska Pacific University Nordic Ski Center
4101 University Drive | Anchorage, AK 99508
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P: 907-564-8906
501(c)3 Non-Profit | Tax ID # 92-0023588

TIER 1: \$25,000+ Presenting Sponsor

Featured as Rollerski Awareness Day and Safety & Summer Activity Expo on:

- Rollerski Awareness Day webpage and Safety & Summer Activity Expo marketing
- Rollerski Awareness Day promotional video/radio PSA
- Alaska Pacific University marketing for Rollerski Awareness Day and Safety & Summer Activity Expo
- APU Nordic Ski Center online marketing, website & newsletters for Rollerski Awareness Day and Safety & Summer Activity Expo
- Company logo on high visibility t-shirts worn by athletes during Rollerskiathon – *t-shirts are worn at summer & fall training rollerski sessions (photo right)*
- Company logo shown as 'Presenting Sponsor' for the Rollerskiathon
- Booth/company featured at and Safety & Summer Activity Expo following Rollerskiathon on June 1st
- Company represented on course during the Rollerskiathon at Westchester lagoon
- Opportunity to be in a group photo with athletes during the Rollerskiathon
- Logo on race arch featured at the start and finish of the Rollerskiathon Safety & Summer Activity Expo – Arch will be used at other APU Nordic community events throughout the year

All other benefits listed in lower tiers



TIER 2: \$15,000+ Supporting Sponsor

Featured as Rollerski Awareness Day & Safety Expo on:

- Rollerski Awareness Day webpage and Safety & Summer Activity Expo marketing
- Rollerski promotional radio PSAs
- Alaska Pacific University online marketing & newsletters for Rollerski Awareness Day and Safety & Summer Activity Expo marketing
- APU Nordic Ski Center online marketing, website & newsletters for Rollerski Awareness Day and Safety & Summer Activity Expo marketing
- Company logo on high visibility t-shirts worn by athletes during Rollerskiathon - *t-shirts are worn at summer & fall training rollerski sessions*
- Company booth featured at Safety & Summer Activity Expo marketing following Rollerskiathon on June 1st
- Sponsor of Olympian and World Cup skier meet and greet station at the Safety & Summer Activity Expo

All other benefits listed in lower tiers



TIER 3: \$10,000+ Start & Finish Sponsor

Rollerskiathon Start & Finish Sponsor Featured as:

- Rollerski Start & Finish Sponsor at Alaska Pacific University Safety & Summer Activity Expo
- Company Banner Hung at start and end of Rollerskiathon and Safety & Summer Activity Expo
- Company presence welcome at feed station for Rollerskiathon at Westchester Lagoon
- Invitation to send off skiers and welcome back skiers at Alaska Pacific University
- Company featured at celebration or community following 50km rollerskiathon
- Company logo Presented as Sponsor for Rollerski Safety Booth at Safety & Summer Activity Expo
- Company logo on high visibility t-shirts worn by athletes during Rollerskiathon and Safety & Summer Activity Expo - *t-shirts are worn at summer & fall training rollerski sessions*

All other benefits listed in lower tiers

TIER 4: \$5,000+ Safety Booth Sponsor

Safety Booth Sponsor Featured on:

- Small company logo on high visibility t-shirts worn by athletes during Rollerskiathon and Safety & Summer Activity Expo - *t-shirts are worn at summer & fall training rollerski sessions*
- Company mentioned as sponsor in radio PSA's
- Recognition & Logo as Rollerskiathon Event Sponsor on:
 - » Event posters & fliers
 - » Rollerskiathon webpage on APU Nordic Ski Center Website
 - » APU Nordic Ski Center facebook & instagram
 - » APU Nordic Ski Center newsletters
 - » Rollerskiathon facebook event page
 - » Alaska Pacific University social media
 - » Alaska Pacific University newsletter
 - » APU Nordic Ski Center Rollerskiathon social media posts & graphics

All other benefits listed in lower tiers

TIER 5: \$1,000+ Contributing Sponsor

Business Supporter & Contributor of Rollerski Awareness Day on:

- Print and online thank you recognition
- APU Nordic Ski Center Rollerskiathon webpage & social media event page
- APU Nordic Ski Center sponsor recognition page on website
- Invitation to Denali Society with Alaska Pacific University as a significant contributor & donor
- Company mentions at Safety & Summer Activity Expo after Rollerskiathon

If interested in sponsoring, please contact:

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