



With the help of SNOMADS the T200 is coming to  
**Homer!**

## Tustumena 200 Sled Dog Race

2012

### Sponsorship Opportunities

The Tustumena 200 Sled Dog Race Association offers multiple levels of corporate or personal sponsorship. These are tailored to provide you with levels of exposure for your needs.

*Help us celebrate the 28<sup>th</sup> Anniversary of the T-200 by continuing to promote good sportsmanship, safe, ethical and responsible mushing practices and encouraging our community to participate in and follow these same practices.*



The Tustumena 200 Sled Dog Race runs every January on the Kenai Peninsula and has grown in reputation to draw competitive distance mushers from Alaska, the lower 48, and international locations. We are a non-profit, all proceeds go back into the race(s) and help support our growing education program, community fund and local mushers who want to enter the Jr. Iditarod.

The race was created by Iditarod champion Dean Osmar, although rumored to be a beer run Dean says he created the race for young and new mushers who needed qualifying race miles to run the Iditarod. Either way a tradition was born; the race is sanctioned by the Iditarod Trail Committee and the only official qualifying race on the Kenai Peninsula and has since become a qualifying race for the Yukon Quest.

This season we celebrate our **28<sup>th</sup> Anniversary** and invite you to participate. T-200 Sponsors gain excellent recognition of their community spirit and benefit from a unique show case for their products and services throughout the year.

We offer multiple levels of corporate or personal sponsorship. These are tailored to provide you with levels of exposure for your needs. You can sponsor everything from a banner on a mushers sled to entitlement sponsorship with television exposure. Hundreds of people turn out for the start of the race while thousands keep track of the race online. **The Tustumena 200 website and Facebook page** will showcase the race and the **sponsors** that make it all happen.

Fundraising for the T200 is ongoing and we have created a few additional events that help support the race. Your T200 Race sponsorship includes exposure at these events as well!



### **T200 Turkey Trot Tot Trot, 5K and 10K**

Tustumena 200 Sled Dog Race Association  
PO Box 220 Kasilof, AK 99610 907-260-6761 907-394-1318 cell  
[Tami@Tustumena200.com](mailto:Tami@Tustumena200.com)



# 28<sup>th</sup> Annual

## Tustumena 200 Sled Dog Race 2012

Sponsorship Opportunities

*2012 Race is January 28th!!!!*



### Friends of the Race \$125

Official sled banner

### Starting Line \$250

Official sled banner

Official start and finish line banner

Listing on [www.tustumena200.com](http://www.tustumena200.com)

Sponsor listing in race programs

### On the Trail \$500

Official sled banner

Official start and finish line banner

Logo & link on [www.tustumena200.com](http://www.tustumena200.com)

¼ page ad in race program

One ticket to the Awards Banquet

One 28<sup>th</sup> Anniversary Tustumena 200 hat

### Dog Lot \$1000

Official sled banner

Official start and finish line banner

Banner displayed at official Dog Drop

Logo & link on [www.tustumena200.com](http://www.tustumena200.com)

1/2 page ad in race program

Logo on back of 28<sup>th</sup> Anniversary T-shirt

One ticket to the Awards Banquet

One 28<sup>th</sup> Anniversary Tustumena 200 T-shirt

One 28<sup>th</sup> Anniversary Tustumena 200 hat

One 28<sup>th</sup> Anniversary Signed T- 200 Poster

### Check Point \$2000

#### Only 3 Checkpoints Available!

Official sled banner

Official start and finish line banner

Banner displayed at sponsored checkpoint

Logo included on official 2012 Race Poster

Logo & link on [www.tustumena200.com](http://www.tustumena200.com)

Logo on back of 28<sup>th</sup> Anniversary T-shirts

Full page ad in race programs

Two tickets to the Awards Banquet

Two 28<sup>th</sup> Anniversary Tustumena 200 T-shirt

Two 28<sup>th</sup> Anniversary Tustumena 200 hat

Two 28<sup>th</sup> Anniversary Signed T- 200 Posters

### Finish Line \$5,000

Sled Banner sponsor on all sleds

Banner displayed at both start and finish chutes

*Banner displayed at all checkpoints*

Logo included on official 2011 Race Poster

Logo on back of 27<sup>th</sup> Anniversary T-200 T-shirts

*Full page color ad in race programs (back cover)*

*Logo and mention listing in all advertisements*

*Sponsorship banner on [www.tustumena200.com](http://www.tustumena200.com)*

Logo & link on [www.tustumena200.com](http://www.tustumena200.com)

Four tickets to the Awards Banquet

Two 28<sup>th</sup> Anniversary Tustumena 200 T-shirt

Two 28<sup>th</sup> Anniversary Tustumena 200 hat

*Two 28<sup>th</sup> Anniversary Tustumena 200 Jackets*

Four 28<sup>th</sup> Anniversary Signed T- 200 Posters

If you don't see a package that fits your needs please let us know we can customize one.

Maximize your advertising dollars by committing soon; we have events planned in

November and December that you can be included in!

Tustumena 200 Sled Dog Race Association

PO Box 220 Kasilof, AK 99610 907-260-6761 907-394-1318 cell

[Tami@Tustumena200.com](mailto:Tami@Tustumena200.com)

# Tustumena 200 Sled Dog Race

## Sponsorship Opportunities



- |   |        |
|---|--------|
| <input type="checkbox"/> Friends of the Race            | \$125  |
| <input type="checkbox"/> Starting Line                  | \$250  |
| <input type="checkbox"/> On the Trail                   | \$500  |
| <input type="checkbox"/> Dog Lot                        | \$1000 |
| <input type="checkbox"/> Check Point (only 3 available) | \$2000 |
| <input type="checkbox"/> Finish Line                    | \$5000 |

This year we celebrate the 28<sup>th</sup> Anniversary running of the T-200. The race program will be seen by mushers from across the great state of Alaska and 100's of spectators that come to the race and banquets.

## Program Ad Opportunities

- |  |          |
|--|----------|
| <input type="checkbox"/> Business Card   | \$25.00  |
| <input type="checkbox"/> Quarter Page    | \$75.00  |
| <input type="checkbox"/> Half Page       | \$150.00 |
| <input type="checkbox"/> Full Page       | \$200.00 |
| <input type="checkbox"/> Full Color Page | \$500.00 |

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Email: \_\_\_\_\_ Phone#: \_\_\_\_\_

Website: \_\_\_\_\_

I have enclosed a check for the amount of: \_\_\_\_\_

**Please make checks payable to:** Tustumena 200 Sled Dog Race Association

**Please return this form and payment to:** Tustumena 200 PO Box 220 Kasilof, AK 99610

**All sponsors will receive recognition at the banquets.**

**Thank you for your support of the  
T-200!**





## Tustumena 200 Sponsor Exposure Opportunities

**Vet Checks** It's mandatory for all mushers to attend and a very good time for the public to meet them. Depending on the weather (temp) we can get 100 to 200 people out to take pictures etc. Sponsor Banners are displayed.

**Starting Line**, 100's of people come out for the start, sponsor banners are displayed (depending on level of sponsorship) from 9AM until 2PM we have a pretty captive crowd. Sponsored sled banners are also available, each musher carries a banner the entire race, this is a very economical package for locals so they go fast, and all levels of sponsorship receive this banner.

**Race program**, we print 500 copies of our program that has race related articles, musher bios and space for sponsors from business card to full page ads. The cover art work is the result of a local elementary school art contest, 100 plus students enter drawings of race related art, always fun to see what they come up with!

**Checkpoints**, we have 3 checkpoints along the trail, all are very accessible by road and bring fans at all times of the day and night to watch the race. Each checkpoint can be sponsored.

**Finish Line**, (same as starting line) banners remain up all weekend, people come and go as mushers finish, we have radio updates, web site updates, facebook and twitter updates letting people know when mushers are nearing the finish so people come and go depending on the arrival times.

**Awards Banquet**, Monday night following the race we have a mandatory awards banquet, all the mushers attend and 100's of people come to meet the mushers and celebrate the race and sponsors. Anywhere from 200-250 people attend.

**Volunteer Appreciation**, the weekend following the race we honor our volunteers just one more opportunity for exposure, many businesses donate items for door prizes to thank our folks for volunteering. Sponsor banners are displayed

**Promotion**, we use local and Anchorage papers, radio, Facebook, website and twitter to promote the race, the Anchorage television stations also cover the race. We also have a race shirt that has our top 8 level sponsors on the back, we sell these and never have any leftover! Prior to the race we have posters that are distributed around the peninsula, these also have our top 8 sponsors and are collector items, the mushers autograph these for fans and sponsors. Following the race we buy a full page ad to thank all sponsors and volunteers. People from all over the state know about the race, we get mushers from all over running the race and fans from all over the world follow the race online. It's actually pretty amazing!