

2011 Sponsorship Opportunities

BE THERE as 1,000's of fans come out
for the excitement & energy of Race start!

RACE START: Saturday, February 5th, Whitehorse, Yukon

www.YukonQuest.com

THE OPPORTUNITY:

YUKON QUEST - QUICK FACTS

In 2011 the Yukon Quest will host its 28th running as the ONLY international marathon sled dog race in the world. The race runs 1,000 miles through 10 communities in Alaska & the Yukon and takes place around-the-clock over 9 to 14 days under extreme winter conditions. The Yukon Quest follows historic Northern travel routes that cross the border between Canada & the US. Yukon Quest is done in partnership with six levels of government & six First Nations.

DID YOU KNOW?

We bring in over 15,000 pounds of dog food & 800 bales of straw? 40 vehicles are driven over thousands of miles of winter highways? 220 hotel rooms are secured and hosts sell-out banquets in Alaska & the Yukon at the Start & Finish lines?

THE 2011 YUKON QUEST TEAM

Race Veterinarians from around the world volunteer their professional time & services to the Yukon Quest Veterinary Care Program. Its experienced Race Officials who monitor all aspects of the race, while the Logistical & Event Crew keeps everything running smoothly. Over 700 local and international volunteers contribute about 25,000 hours to the Race – everything from graphic design, to truck driving, to dog handling!

THE 2011 YUKON QUEST PARTICIPANTS

Veteran and Rookie mushers participate from around the world. In recent years we had teams from Japan, Jamaica, Belgium, UK as well as Canada & the US. The event attracts both male and female mushers who historically have ranged in age from 25 to 67. In addition, over 400 canine athletes come to lead their humans across the wilderness.



YUKONQUEST.COM – OFFICIAL WEBSITE

The official website has over 384,000 visits, with 123,000 absolute unique visitors. A number that has doubled from last year!

The Yukon Quest International Sled Dog Race attracts fans and visitors from around the globe. Website visitors world-wide demonstrate the universal appeal of the Yukon Quest with inquiries from United States, Canada, Germany, France, UK, Norway, Sweden, Switzerland, Austria, Japan and Australia.

GLOBAL AUDIENCES:

Independent travelers will consider spending between four days and four weeks to experience the excitement & Northern hospitality of the Yukon Quest in person. Travel Groups Tours will bring scores of guests from North America, Europe & Japan to the North to enjoy the Race and live their dreams. Over 1,200 followers and participants are already on the newly-launched Facebook official page.

THE PROFILE OF FANS IS VARIED:

Adventure Seekers: As one of the few remaining true sports and set in some of the last pristine wilderness on Earth, the Yukon Quest captivates adventurous spirits and holds them with awe and inspiration.

Dog Lovers: With over 400 elite canine athletes participating, the Yukon Quest is an experience of a lifetime for many dog lovers, who become enthralled with these incredible working animals.

Northern & History Aficionados: The Far North holds unending magic in the minds of many southerners & the historic traditions of travel by dog team ignite a romantic vision across several consumer demographics.

THE COMMUNITIES OF THE NORTH

Federal, State & Territorial Government partners include: Canadian Rangers/Joint Task Force, Canadian National Defense, US Bureau of Land Management, US National Park Service, Alaska State Parks and Yukon Government. **First Nations partners include:** Tróndek Hwechin, Selkirk, Little Salmon/Carmacks, Kwanlin Dun and

Taán Kwachán. **Funders & Partners include:** City of Fairbanks, Fairbanks North Star Borough, City of Dawson and City of Whitehorse. **Business & Organizational partners include:** northern and lower 48 partners.

With a trail that covers 1,000 miles and visits 10 communities including Whitehorse and Fairbanks, the race has a significant economic impact.

MEDIA PARTICIPATION:

Over 50 media outlets attended the Race with over 150 journalists, photographers and crews being accredited. An additional 150 off-site media requested feeds and news updates from the trail.

Four film and television crews were on the trail broadcasting the Race around the globe to millions of viewers. Combined, the exposure provided an estimated total televised value of \$15,000,000. Additional coverage in print, online and extensive radio & television news coverage in over 10 countries.

CONTACT US:

Alaska: EXECUTIVE DIRECTOR
Yukon Quest International
Association (USA)
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Alaska 99701 USA

E: questdirector@mosquitonet.com
P: 907.452.7954
F: 907.452.7959

Yukon: EXECUTIVE DIRECTOR
Yukon Quest International
Association (Canada)
#2 – 1109 1st Avenue, Whitehorse,
Yukon Y1A 5G4 CAN

E: yukonquest@polarcom.com
P: 867.668.4711
F: 867.668.6674

www.YukonQuest.com



LEAD DOG sponsor

\$5,000

RIGHTS & USAGE:

Product offer to members and volunteers

BENEFITS & EXPOSURE:

- 1/8 page in YQ Race Program
- Website listing with logo & link on sponsor page
- VIP Reception Tickets (2) (if held)
- Banquet Tickets (2)
- Opportunity to purchase additional Banquet tickets before they become available to the public
- Listing in YQ Race Program
- Recognition in YQ e-newsletter
- Standard Chute Banner (3' x 4') positioned at Start & Finish
- Street Banner with your logo (yours to keep after the Race)
- Special Edition Yukon Quest poster, autographed by all starting mushers
- Option to purchase & design exclusive sponsor pin and merchandise item

Yukon Quest offers sponsorship benefits to suit any business. Your organization can increase its community profile and advertising exposure while improving sales and customer loyalty.

BE A PART OF OUR WINNING TEAM. BECOME A YUKON QUEST SPONSOR!

TEAM DOG sponsor

\$3,000

BENEFITS & EXPOSURE:

- Website listing with link on sponsor page
- Opportunity to buy Banquet tickets before they become available to the public
- Listing in YQ Race Program
- Recognition in YQ e-newsletter
- Street Banner (with your logo) to be displayed downtown (yours after the Race)
- Special Edition Yukon Quest poster, autographed by all starting mushers
- Option to purchase & design exclusive sponsor pin and merchandise item

SWING DOG sponsor

\$1,000

BENEFITS & EXPOSURE:

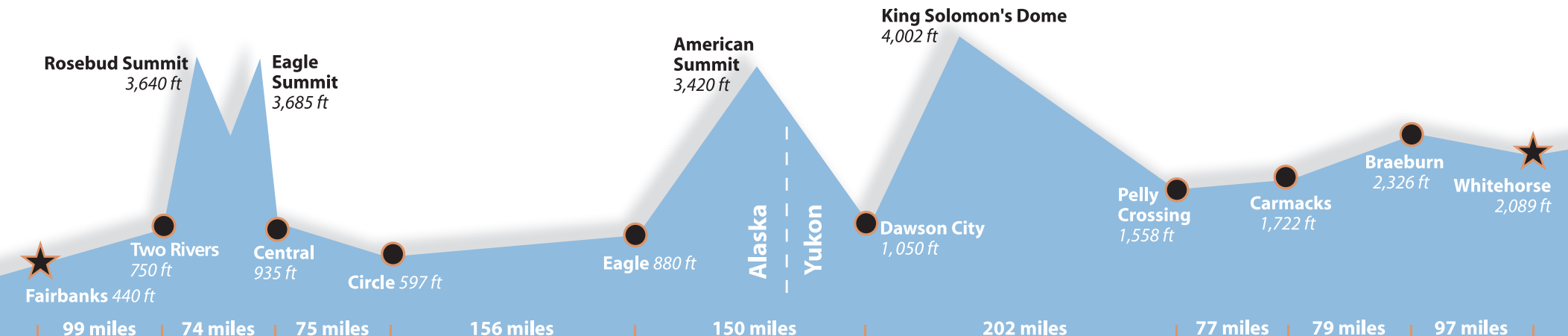
- Website listing on sponsor page
- Listing in YQ Race Program
- Recognition in YQ e-newsletter
- Special Edition Yukon Quest poster, autographed by all starting mushers
- Option to purchase & design exclusive sponsor pin and merchandise item
- Official Certificate of Appreciation
- Street banner (YQ brand only)

WHEEL DOG sponsor

\$500

BENEFITS & EXPOSURE:

- Website listing on sponsor page
- Listing in YQ Race Program
- Recognition in YQ e-newsletter
- Special Edition Yukon Quest poster
- Option to purchase & design exclusive sponsor pin and merchandise item
- Official Certificate of Appreciation





2011 Yukon Quest Sponsorship Packages

Business Name:

Contact Person:

Mailing Address:

Phone:

Fax:

Email:

Payment Info:

- Please Invoice
 Cash
 Credit Card (Visa or Mastercard only)

Credit Card Number: _____

Credit Card Expiration Date: _____

- Cheque

Cheque Number: _____

Business Owner / Manager Signature Date

Yukon Quest Signature Date

PLEASE CHECK ONE:

- LEAD DOG SPONSOR – \$5,000**
RIGHTS & USAGE: Product offer to members and volunteers
- 1/8 page in YQ Race Program
 - Website listing with logo & link on sponsor page
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 - Special Edition Yukon Quest poster, autographed by all starting mushers
 - Option to purchase & design exclusive sponsor pin and merchandise item
- TEAM DOG SPONSOR – \$3,000**
- Opportunity to buy Banquet tickets before they become available to the public
 - Listing in YQ Race Program
 - Website listing with link on sponsor page
 - Recognition in YQ e-newsletter
 - Street Banner (with your logo) to be displayed downtown (yours after the Race)
 - Special Edition Yukon Quest poster, autographed by all starting mushers
 - Option to purchase & design exclusive sponsor pin and merchandise item
- SWING DOG SPONSOR – \$1,000**
- Website listing on sponsor page
 - Listing in YQ Race Program
 - Recognition in YQ e-newsletter
 - Special Edition Yukon Quest poster, autographed by all starting mushers
 - Option to purchase & design exclusive sponsor pin and merchandise item
 - Official Certificate of Appreciation
 - Street banner (YQ brand only)
- WHEEL DOG SPONSOR – \$500**
- Website listing on sponsor page
 - Listing in YQ Race Program
 - Recognition in YQ e-newsletter
 - Special Edition Yukon Quest poster
 - Option to purchase & design exclusive sponsor pin and merchandise item
 - Official Certificate of Appreciation

**Please return completed Business and Payment
info to the Yukon Quest:**

M: #2 – 1109 First Ave., Whitehorse, YT Y1A 5G4

F: 867.668.6674

E: yukonquest@polarcom.com

FOR MORE INFORMATION, PLEASE CONTACT 867.668.4711