

2012 Sponsorship Opportunities

BE THERE as thousands of fans come out for the excitement & energy of Race start!

RACE START: Saturday, February 4th, Fairbanks, Alaska

www.YukonQuest.com

THE OPPORTUNITY

YUKON QUEST - QUICK FACTS

In 2012 the Yukon Quest will host its 29th annual race, which is the only international marathon sled dog race in the world. The race runs 1,000 miles through 11 communities in Alaska and Yukon and takes place around-the-clock during 9 to 14 days under extreme winter conditions. The Yukon Quest follows historic Northern travel routes that cross the border between Canada and the US. The Yukon Quest is proud of the partnerships in place with six levels of government and six First Nations.

DID YOU KNOW?

We move over 15,000 pounds of dog food and 800 bales of straw. More than 40 vehicles are driven over thousands of miles of winter highways. Sell-out banquets are hosted in Fairbanks, Alaska and Whitehorse, Yukon and more than 200 hotel rooms are secured for the event.

THE 2012 YUKON QUEST TEAM

Race Veterinarians from around the world volunteer their professional time and services to the Yukon Quest Veterinary Care Program. Experienced Race Officials monitor all aspects of the race, while a Logistical team keeps everything running smoothly. Over 1,000 local and international volunteers contribute about 25,000 hours to the Race – everything from graphic design, to truck driving, to dog handling!

THE 2012 YUKON QUEST PARTICIPANTS

Veteran and rookie mushers from around the world participate. In recent years teams from Japan, Jamaica, Belgium, UK as well as Canada and the US have competed. The event attracts 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

In 2010–2011 the Yukon Quest website had over 420,670 visits, with 130,550 absolute unique visitors. During the race there were 1.5 million page views. This is the fourth consecutive year with an increase in unique visitors!

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 enquiries from United States, Canada, Germany, France, UK, Norway, Sweden, Switzerland, Austria, Japan and Australia.

GLOBAL AUDIENCES

Independent travelers consider visiting between four days and four weeks to experience the excitement and Northern hospitality of the Yukon Quest in person. Travel Group Tours bring scores of guests from North America, Europe and Japan to the North to enjoy the Race and live their dreams. More than 9,000 people regularly follow the Yukon Quest through Facebook, Twitter, YouTube and Flickr - with each Facebook post receiving approximately 13,000 impressions.

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

THE COMMUNITIES OF THE NORTH

Federal, State and 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:** Tr'ondëk Hwëch'in, Selkirk, Little Salmon/Carmacks, Kwanlin Dun and

Ta'an Kwäch'än. **Funders and Partners include:** City of Fairbanks, Fairbanks North Star Borough, City of Dawson and City of Whitehorse. **Business and Organizational partners include:** Northern and Lower 48 partners.

With a trail that covers 1,000 miles between Whitehorse and Fairbanks and travels through 9 communities, the race has a significant economic impact.

Communities and individuals are engaged and take ownership!

Participating northern communities understand the value of the Yukon Quest and commit to the success of the race. The benefits of being a part of this team are far-reaching!

Communities run checkpoints, provide supplies, make donations, supply much-needed volunteers, house other Yukon Quest family, feed crews and supporters and most of all cheer on the teams.

MEDIA PARTICIPATION

More than 70 journalists, photographers and film crews were accredited for the 2011 race with an additional 586 contacts receiving feeds and regular updates from the trail. With 294 articles written/produced about the 2011 race, the total combined media exposure provided an estimated value of about \$3.9 million

CONTACT US

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Yukon: EXECUTIVE DIRECTOR
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#2 – 1109 First Avenue, Whitehorse,
Yukon Y1A 5G4 CAN

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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 and link on sponsor page
- VIP Reception Tickets (2) (if held)
- Banquet Tickets (2) Whitehorse
- 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 and 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 and design exclusive sponsor pin and merchandise item

SWING 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 (yours to keep after the Race)
- Special Edition Yukon Quest poster, autographed by all starting mushers
- Option to purchase and design exclusive sponsor pin and merchandise item

TEAM DOG sponsor

\$1,000

BENEFITS & EXPOSURE:

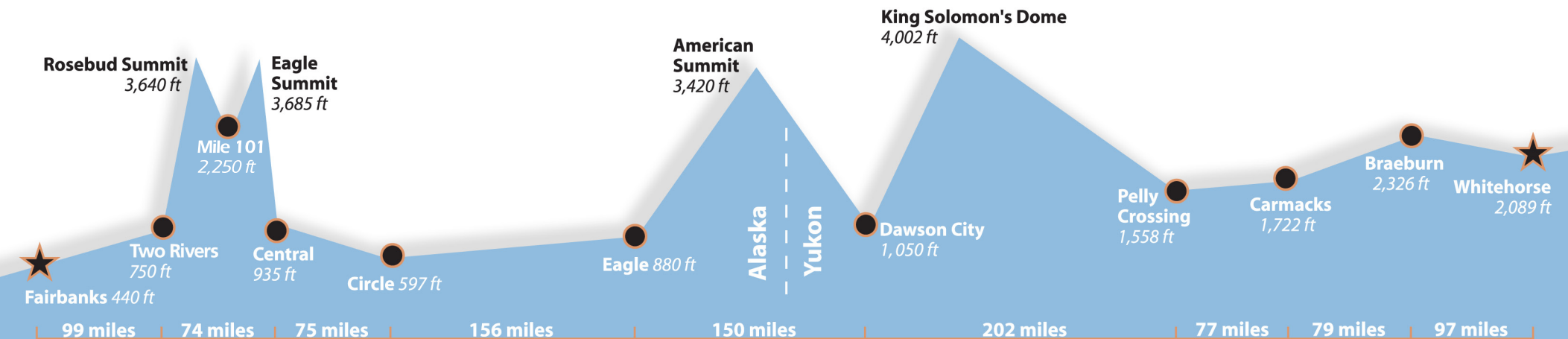
- Website listing on sponsor page
- Listing in YQ Race Program
- Recognition in YQ e-newsletter
- Special Edition Yukon Quest poster, autographed by all starting mushers
- Option to purchase and design exclusive sponsor pin and merchandise item
- Official Certificate of Appreciation
- Street banner (YQ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



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!



2012 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
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 - Option to purchase and design exclusive sponsor pin and merchandise item
- SWING 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 (yours to keep after the Race)
 - Special Edition Yukon Quest poster, autographed by all starting mushers
 - Option to purchase and design exclusive sponsor pin and merchandise item
- TEAM 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 and 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 and 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 Avenue, Whitehorse, Yukon Y1A 5G4

F: 867.668.6674

E: sponsorship@yukonquest.com

FOR MORE INFORMATION, PLEASE CONTACT 867.668.4711