

Kickapoo Valley Reserve Dam Challenge

What is the Kickapoo Valley Reserve Dam Challenge?

The Kickapoo Valley Reserve Dam Challenge Triathlon is held the first Saturday in October. This challenging and scenic triathlon event includes a 7-mile paddle on the Kickapoo River, a 14+-mile road bike, and a 3.5-mile trail run. All legs of the race take place in and around the 8,600-acre Kickapoo Valley Reserve (KVR), which boasts some of the most diverse terrain in the Driftless Region of southwestern Wisconsin.

Who participates in the Kickapoo Reserve Dam Challenge?

In 2019, the Dam Challenge brought 397 athletes from across the country to the area. The race also generated over 200 spirited spectators and invaluable volunteers. Total local impact spending is over \$100,000 for the one-day event. The Dam Challenge Triathlon reaches participants from across the Midwest from Minneapolis to Chicago and beyond.



Contact:

Kickapoo Valley Reserve Dam Challenge
Race Committee
608.625.2960
kickapoo.reserve.dam.challenge@gmail.com

Location and Mailing Address:

Kickapoo Valley Reserve
S3661 State HWY 131
La Farge, WI 54639



Sponsor Dam Challenge

AND SUPPORT
KICKAPOO VALLEY RESERVE
NATURE BASED PROGRAMS

What are the Sponsor/Vendor Benefits?

- **Support a Good Cause:** Race proceeds benefit nature based programs at the KVR, which offer unique hands-on environmental learning opportunities to people of all ages. The KVR provides an opportunity for multi-generational students to explore an outdoor classroom and learn-by-doing in a wide range of subjects. In 2019, nature based educational programming served over 7,000 local and regional students and community members.
- **Effective Advertising:** Vendors at Dam Challenge will be able to have a mobile store front for the entire day of the race. Vendors are also invited to sponsor the event. Sponsor logos will appear on the Dam Challenge website, social media, on racer and volunteer t-shirts, on race promotional materials and will be announced and posted on race day.
- **Target Market Advertising:** Our racers love the great outdoors, canoeing, biking, and running. They may also be interested in area restaurants, lodging, stores, gas stations, and health promotion. If your business provides services or products that would make racers' Dam Challenge experience more enjoyable or successful, consider becoming a sponsor.
- **Race Day Business** On race day, the athletes, spectators and other participants patronize area businesses including vendors at the race site. Visitors recall the businesses and individuals that made this special event possible long after the race.

Vendor/Sponsor Levels

Gold (\$500+)

- Opportunity to have a designee from your business present awards
- Business logo on website, event t-shirt, event mailings, and event posters
- Business name announced throughout race day; display or hang banner on event grounds
- Opportunity to direct offer promotional information or product samples to racers
- 10x20 Vendor Booth space day of the race in the Main Tent on the event grounds

Silver (\$250-\$499)

- Business logo on website, event t-shirt, event mailings, and event posters
- Business name announced throughout race day
- Opportunity to hang banner on event grounds; offer promotional information or product samples
- 10x10 Vendor Space in the Vendor Tent on the main event grounds

Bronze (\$100-\$250)

- Business name listed on website, t-shirts and posters (no logo).
- 10x10 Vendor Space in the Vendor Tent on the main event grounds

Copper (\$50-\$99)

- 10x10 Vendor Space in Vendor Tent on main event grounds



Vendor/Sponsor Agreement

Yes! We want to help promote exciting silent sports and benefit the education & events program at the KVR by donating to the Kickapoo Reserve Dam Challenge Triathlon. We will sponsor/vend at this event as listed below:

Vendor/Sponsor Level	Sponsorship Amount or Value
Gold (\$500+)	
Silver (\$250-\$499)	
Bronze (\$100-\$250)	
Copper (\$50-\$99)	

Enclosed is a check for the indicated amount payable to the Friends of the KVR.

Please send me an invoice for the indicated sponsorship amount.

We would like to donate the following goods, services or door prizes:

We are not able to participate as a full sponsor but would like to make a one-time financial donation of \$

Enclosed is a check for the indicated amount payable to the **Friends of KVR**.

Please send me an invoice for the indicated donation amount.

Business Name:

Address:

Contact Person:

Contact Phone:

Email Address: