



Sponsorship Opportunities



Alaska Dog Musher's Association Sponsor Levels

Celebrating 78 Years of the Open North American Championship

Open North American Championship Title Sponsor: \$50,000 (Limit 1)

- "Sponsor Name" Open North American Championship Sled Dog Race
- Title recognition in advertisements on the radio, TV, print, posters and social media (reaching over 250k people)
- Title recognition on all media interviews (statewide, national, international)
- Title recognition on 3 days of live feed radio promotion of the ONAC
- Logo on all ONAC driver bibs
- Logo on all ONAC merchandise
- Logo on front page and race page on alaskadogmushers.com
- Banner hung on start/finish line fencing (if provided by sponsor)
- Opportunity to host mushers for event reception during race week
- Use of ADMA logo to promote support of the Championship Race Season

Start/Finish Line Sponsor: \$25,000

- "Sponsor Name" Start/Finish Line of the Open North American Championship Sled Dog Race
- Recognition in advertisements; TV, print, posters and social media (reaching over 250k people)
- Recognition on 3 days of live feed radio promotion of the ONAC
- Bib sponsor of the ONAC (see benefits under Bib Sponsor)
- Logo on main page and race page at alaskadogmushers.com
- Banner hung on start/finish line fencing (if provided by sponsor)
- Use of ADMA logo to promote support of the Championship Race Season

Race Day Sponsor: \$10,000 (Gold Run 2 days, LNAC 3 days, ONAC 3 days)

- "Sponsor Name" Race or Day at the Open North American Championship Dog Race
- Recognition in advertisements; TV, print, posters and social media (reaching over 250k people)
- Recognition on 3 days of live feed radio promotion of the ONAC
- Bib sponsor of the ONAC (see benefits under Bib Sponsor)
- Logo on main page and race page at alaskadogmushers.com
- Banner hung on start/finish line fencing (if provided by sponsor)
- Use of ADMA logo to promote support of the Championship Race Season

NEW

Open North American Check Point Sponsor: \$5,000

- "Sponsor Name" at official designated check point
- Recognition in advertisements; TV, print, posters and social media (reaching over 250k people)
- Banner hung at your check point on the ONAC race trail (if provided by sponsor)
- Radio coverage at your check point
- Facebook Live feed at your check point
- Recognition on 3 days of live feed radio promotion of the ONAC
- Logo on main page and race page at alaskadogmushers.com
- Bib sponsor of the ONAC (see benefits under Bib Sponsor)
- Banner hung on start/finish line fencing (If provided by sponsor)
- Use of ADMA logo to promote support of the Championship Race Season

ONAC Bib Sponsor: \$1,000

- Company entered in lottery for bib number
- Logo on the front and back of the designated bib
- Photo opportunity at the draw with driver who will wear bib on day 1 of the ONAC
- Autographed bib for display or framing post-race
- MC of bib sponsor as it crosses the finish line
- Recognition on 3 days of live feed radio promotion of the ONAC
- Banner hung on start/finish line fencing (If provided by sponsor)
- Use of ADMA logo to promote support of the Championship Race Season

Championship Race Season Sponsor: \$500

- Recognition in advertisements including TV and posters
- Recognition on 3 days of live feed radio promotion of the ONAC
- Banner hung on start/finish line fencing (If provided by sponsor)
- Logo on main page of alaskadogmushers.com
- Use of ADMA logo to promote support of the Championship Race Season

Raffle Sponsor: In-Kind donations valued at \$100 & up

- Company recognition during live broadcast of raffle drawing
- Recognition in advertisements including posters and social media
- Recognition on 3 days of live feed radio promotion of the ONAC
- Logo on main page of alaskadogmushers.com
- Banner hung on start/finish line fencing (If provided by sponsor)
- Use of ADMA logo to promote support of the Championship Race Season