



# CHUGIAK-EAGLE RIVER CHAMBER OF COMMERCE 2025 Bear Paw Festival Sponsorship/Partnership Program



*2025 celebrates the 40<sup>th</sup> Annual Bear Paw Festival in the Chugiak-Eagle River area! Primarily located in the business corridor of the town, the Festival attracts tens of thousands of visitors during the five-day event.*

*The Bear Paw Festival is the Chugiak-Eagle River Chamber of Commerce's largest fundraising event. Equally important, it's a critical part of our community and helps make it the most unique and livable area in Alaska! The Chugiak-Eagle River Chamber of Commerce supports a unique and diverse business community in Alaska - with a wide range of industries, nonprofits, small businesses, and community organizations. We're a self-sustaining nonprofit organization with no political or governmental ties.*



# WHAT YOUR PARTNERSHIP MEANS

*Our organization relies on partnerships to accomplish important goals each year to support and grow our local economy and businesses.*

Each year the cost of doing business increases, which means providing a safe and fun festival is expensive. Now, more than ever our Festival needs the support of businesses and organizations partnering together to hold our community event. Outside the box thinking and collaboration will ensure its continued success.

Building a **Festival of Connection**

Building a **Festival of Collaboration**

Building a **Festival of Community**



## FESTIVAL PACKAGES

As a partner with the Bear Paw Festival, you can promote your business, strengthen your community, and help support other businesses in the area. Our partners experience many benefits through our organization. Advertising at events your customers care about and attend can create positive feelings about your brand. Make a BIG difference in your local community as a member of the Chugiak-Eagle River Chamber of Commerce and Bear Paw Festival partner. There are various ways you can support:

- **Corporate Bear Partner**
- **Friends of the Festival**
- **Signature Events & Other Sponsorships**



Interested in supporting the Festival? Contact the Executive Director by email at [executivedirector@cer.org](mailto:executivedirector@cer.org), or by phone at (907) 694-4702 to see what opportunities are still available.

# CORPORATE BEAR PARTNER – unrestricted funds

It takes an engaged and excited community to hold the Bear Paw Festival. The Corporate Bear Sponsorship contributions help support the infrastructure (road closures, permits, additional police patrol & security), increased signage, marketing, promotions (radio, print, electronic) and additional staffing to provide the best experience overall.

## Corporate Bear Benefits:

- ✓ All *Friends of the Festival* Benefits Below
- ✓ 1 Scheduled Facebook LIVE
- ✓ Official Bear Paw Festival T-Shirt
- ✓ 2 Tickets to the Bear Paw Awards Luncheon

**\$1,000 Partner:** Corporate Bear Benefits

**\$2,500.00 Partner:** Corporate Bear Benefits + Annual Chamber Membership + 1 Additional Facebook LIVE

**\$5,000.00 Partner:** Corporate Bear Benefits + Annual Chamber Membership + 1 Additional Facebook LIVE + Grand Parade Entry + 10'x10' Informational Booth Space in Prime Location

# FRIENDS OF THE FESTIVAL – unrestricted funds

As a Friend of the Festival you show your support by giving what you can. All contributions, small and large help and we appreciate your support.

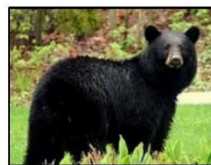
### \$500-POLAR BEAR



### \$400-GRIZZLY BEAR



### \$300-BLACK BEAR



### \$200-BEAR CUB



### \$100-TEDDY BEAR



- ✓ Friend of the Festival Plaque
- ✓ Listing in Official Bear Paw Printed Guide
- ✓ Listing on Bear Paw Website & Facebook
- ✓ Logo on Festival Website & Facebook
- ✓ 2 VIP seats on the Grand Parade dignitary reviewing stands
- ✓ Free Event Entry into the Slippery Salmon Olympics

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# FESTIVAL EVENT & OTHER ACTIVITY SPONSORSHIPS

We offer a variety of Signature Bear Paw Event & Activity Sponsorships. Amounts and benefits will vary.

## Event & Other Sponsor Benefits:

- ✓ Partner name & logo listed with event on all marketing & promotional materials for specific event/activity:
  - Printed, Bear Paw Festival Website, social media platforms, radio, Festival announcements
- ✓ Partner banner placed at location of event
- ✓ Annual first right of refusal for all exclusive sponsorships
- ✓ Other event-specific benefits available- identified in Official Sponsor Agreements

### **SIGNATURE EVENTS:**

ITEM SPONSOR	SPONSOR AMOUNT	DETAILS
Grand Parade	\$10,000	More Benefits with Sponsor Letter
Slippery Salmon Olympics	\$4,000	
Human Foosball Tournament	\$3,000	
Teddy Bear Picnic	\$5,000	
Chopped Salmon Throwdown	\$500	
Bear Paw Adult Trivia Night	\$500 (in-kind option)	
Classic Car Show	\$1,500	
Bear Paw Cornhole – AK Backyard Style	\$1,000	
Motorcycle Show	\$1,500	
Bear Paw 5K Fun Run	Varies	
Bear Paw Community Awards	\$1,000	
Bear Paw Pageant	\$3,000	
Bear Paw LIVE – Primary/Head Sponsor	\$3,000	More benefits with Sponsor Letter
Bear Paw LIVE – Beer/ Breweries	In-Kind	Unlimited Amount Available
Goat Yoga	\$500	In-Kind Option Available
Bear Paw Paints	\$300	

### **OTHER:**

ITEM SPONSOR	SPONDOR AMOUNT	DETAILS
Official Bear Paw Guide	Varies	In-Kind Option Available
Safety Bear	\$500	2 Available
Official Bear Paw Parking	In-Kind	Private Parking Lots
Sanitation Bear	\$300	Porta-Potties & Washing Stations (Transit Center area only)
Shuttle Sponsor	\$3,000	
Volunteer Shirts	\$600	
Leslie's Crew Shirts	\$1,000	
Technology	\$500	
Non-Profit Booths	Varies	In-Kind Option Available

*Contact Executive Director to see what opportunities are still available*