



## A Letter From Our Race Organizers...

It's with great excitement that we announce the 1st Annual What SUP (Stand Up Paddle) Event & EXPO. SUP is the fastest growing watersport in the world, and the growth in the surrounding area is explosive as new participants are eager to explore the amazing local waterways while enjoying incredible exercise.

The What SUP Event audience is expected to be stand up paddlers, water sport enthusiasts, individuals who are interested in the outdoors and boardsports, healthy and active living, and race enthusiasts. This event is a great chance to showcase products and services to these interested consumers as well as general park goers at this fun and new event in Pagosa Lakes.

Your participation at this successful event will give your product and company access to new audiences and unique marketing outlets. We'd like to invite you to participate as a sponsor where you will be able to display, demo and sell your products and/or services all day long. Live music, food, drinks, and prizes will also be featured for the public.

We will be following up with you in the next few weeks. If you have any questions or are ready to become a sponsor, please contact Jen Pitcher at 970-731-5635 ext. 210 or mail [jenp@plpoa.com](mailto:jenp@plpoa.com)

Sincerely,

*The YPOPS & PLPOA What SUP team*

# SPONSOR + VENDOR OPPORTUNITIES

**\$1500** TITLE SPONSOR

**\$750** PRESENTING SPONSOR

**\$500** PLATINUM SPONSOR

**\$250** GOLD SPONSOR

**LOGO ON BUOY!!!**  
 Naming rights to 1st place award.  
 Logo on race day t-shirt.  
 Company name listed & included in all media listings, electronic & print publications.  
 (To Be Included Sponsorship Due July 10th)  
 Inclusion on Facebook\*\* & Instagram  
 Logo on printed advertising & materials.  
 (To Be Included Sponsorship Due July 10)  
 Verbal recognition on event day.  
 Logo with click-through featured on race Home & Sponsor Web Page, web advertising & e-marketing. \*\*  
 Products & promotions made available on-site to athletes/spectators.  
 220' x 20' Premiere Exhibitor Space

Name on race day t-shirt.  
 Company name listed & included in all media listings, electronic & print publications.  
 (To Be Included Sponsorship Due July 10th)  
 Inclusion on Facebook\*\* & Instagram  
 Logo on printed advertising & materials.  
 (To Be Included Sponsorship Due July 10)  
 Verbal recognition on event day.  
 Logo with click-through featured on race Home & Sponsor Web Page, web advertising & e-marketing. \*\*  
 Products & promotions made available on-site to athletes/spectators.  
 10' x 20' Premiere Exhibitor Space

**LOGO on BUOY ONLY**  
 OR  
 Inclusion on Facebook\*\* & Instagram  
 Logo on printed advertising & materials.  
 (To Be Included Sponsorship Due July 10)  
 Verbal recognition on event day.  
 Logo with click-through featured on race Home & Sponsor Web Page, web advertising and e-marketing. \*\*  
 Products & promotions made available on-site to athletes/spectators.  
 10' x 10' Premiere Exhibitor Space

Verbal recognition on event day.  
 Logo with click-through featured on race website Sponsor Page.  
 Products & promotions made available on-site to athletes/spectators.  
 10' x 10' Exhibitor Space

**\$175** EXHIBITING VENDOR†

**\$90** FOOD VENDOR†

\*In-kind merchandise balance. All sponsors receive a exhibitor booth space at the event EXPO. Canopies, tables or chairs will NOT be provided. Generators PROHIBITED.

\*\*Ad/LOGO posted on PLPOA and Young Professionals WEBSITE, FACEBOOK, and INSTAGRAM pages.

†Canopy, tables & chairs will NOT be provided

# SPONSOR/VENDOR APPLICATION

Saturday, August 12, 2017

Lake Forest • Pagosa Springs, CO 81147 • [www.plpoalifestyle.com](http://www.plpoalifestyle.com)

Company \_\_\_\_\_ Representative Name \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Mailing Address \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_

- Complete payment information. Full payment must be submitted with application to secure sponsorship/exhibit booth space.
- Sponsors are encouraged to submit product information for marketing purposes.
- High resolution logos are to be submitted at time of a ppplication and should be emailed to [jenp@plpoa.com](mailto:jenp@plpoa.com).

Agreement: I agree to comply with the rules and regulations on the back of this Sponsor/Vendor Application. Signed application along with payment in full is considered binding on both the sponsor/vendor WHAT SUP Stand Up Paddleboard event. All correspondences will be sent to the representative shown above.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Payment (check one):  Check  Visa  Mcard  AExpress  Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_ CVS Code (three digits on the back of the card): \_\_\_\_\_

*(Credit card payments will be invoiced and payment processed through the secured PLPOA's Paylease Payment system )*

Make checks payable to PLPOA, submit along with the signed application to:

[jenp@plpoa.com](mailto:jenp@plpoa.com) or

230 Port Ave

Pagosa Springs, CO 81147

## Sponsorship Packages (See Sponsor + Vendor Packet for exact entitlements)

Title Sponsor \$1500

Presentation Sponsor \$750

Platinum Sponsor \$500

BUOY only Sponsor \$500

Gold Sponsor \$250

Product In-Kind Donation - Sponsorship fee credit

**Product Description**

**Qty**

**Retail Value**

## Exhibiting Vendor Packages (All booth spaces are available on first come, first served basis)

10' x 10' Booth Space: \$90

10' x 20' Booth Space: \$175