

## 2010 Event Schedule

- 1/17 Challenge Series Race #2
- 1/24 Challenge Series Race #3
- 1/31 Challenge Series Race #4
- 2/7 Challenge Series Race #5
- 2/20-21 Annamaet Gold Run
- 2/27-28 North Pole Championship at Chena Lakes Rec. Area
- 3/12-14 Limited North American Championships
- 3/17 Jeff Studdert Invitational
- 3/19-21 65th Annual GCI Open North American Championship



*All photos by Dave Partee*

Alaska Dog Musher's Association, Inc., founded in 1948, is a 501C(4) nonprofit organization dedicated to the promotion of the sport of sprint sled dog racing and the proper care, training and treatment of sled dogs. ADMA conducts the annual Open North American Championship, the oldest continuously run sled dog race in the world. ADMA is known for its world-class trails, and award-winning events.

## Run with the Best

The Alaska Dog Musher's Association is the premier sprint mushing association in the world, with events, trails and facilities that are unparalleled. Musher's and support crew from around the state and the world come to Fairbanks every year to race against the very best competition, anywhere.

With these events comes substantial media coverage and opportunities to partner with ADMA to promote your business in conjunction with Alaska's state sport. We are committed to maintaining our leading position in the sport, and offering maximum value and exposure for our sponsors.

That exposure is local, national and international. Whether your company is looking for business in Alaska's Interior, or brand recognition worldwide, we can help you promote your business or brand. Our events are held in Fairbanks and North Pole, but our membership and media coverage is international.

This brochure outlines several season sponsorship opportunities to fit businesses and companies of all sizes. You can sponsor an individual race or event, increasing your exposure through race bibs, race advertising, and media coverage of that event. Contact ADMA for more information about event sponsorship opportunities.

**For more information on sponsorship opportunities with the Alaska Dog Musher's Association, please contact us at (907) 457 6874, or by email at [adma@sleddog.org](mailto:adma@sleddog.org)**



## Alaska Dog Musher's Association



**2010 Racing Season**

**Fairbanks, Alaska**

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## **Basic Business**

### **Membership:**

**Donation of less than \$500\***

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- \* Your business listing on the ADMA web site (sleddog.org) through Dec 1, 2010
- \* One year subscription to Dog Talk, the ADMA newsletter
- \* ADMA season sponsor plaque to proudly display in your business
- \* Business card ad in every Dog Talk through December 1, 2010

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## **Premium Business**

### **Membership:**

**Donation of \$500-\$999\***

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All the benefits of a Basic Business Membership, plus:

- \* Logo and link to your website from our sponsor page at sleddog.org
- \* Upgrade to 1/8-page ad in Dog Talk



Contact ADMA for exciting and unique opportunities - small and large, including corporate sponsorships - with individual events.

We're excited to work with you to help open your business to our participants, spectators and supporters.

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## **Supporting Season**

### **Sponsor:**

**Donation of \$1,000-\$2,499\***

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All the benefits of a Premium Business Membership, plus:

- \* Upgrade to 1/4-page ad in every Dog Talk through December 1, 2010
- \* One 3' x 8' banner on the start/finish chute at the Jeff Studdert Race Grounds throughout the season, and in downtown Fairbanks during the North American Championship.
- \* One ticket to the Open North American Championship awards ceremony.

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## **Premium Season Sponsor:**

**Donation of \$2,500-\$4,999\***

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All the benefits of a Supporting Season Sponsor, plus:

- \* Upgrade to 1/2-page ad in every Dog Talk through December 1, 2010
- \* Use of ADMA logo to use as "Official Sponsor of the 2009-2010 ADMA Racing Season"
- \* Two tickets to the Open North American Championship awards ceremony
- \* Twenty 30-second radio spots, or twenty 30-second TV spots during the championship season (spots will include "Official Sponsor of the 2009-2010 ADMA Racing Season")

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## **Corporate Sponsor:**

**Donation of \$5,000\* and above**

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All the benefits of the Premium Season Sponsor, plus:

- \* Upgrade to 2/3-page ad in every Dog Talk through December 1, 2010
- \* Use of ADMA logo to use as "Official Sponsor of the 2009-2010 ADMA Racing Season"
- \* Upgrade to two 3' x 8' banners on the start/finish chute at the Jeff Studdert Race Grounds throughout the season and in downtown Fairbanks during the Open North American Championship
- \* Four tickets to the Open North American Championship awards ceremony

