



Wausau Whitewater

2012 Sponsorship Brochure

The Beginning

In 1974, a group of individuals realized the potential for a race course on the east channel of the Wisconsin River in downtown Wausau. During the first thirteen years, the river channel itself was the primary focus of the work in bringing races to Wausau. The Wausau course now hosts competitors from around the world. The diverse skill levels of Olympic medalists, United States Kayak & Canoe Team members, up and coming Junior team athletes, and local paddlers can be equally challenged by our course.

Community Involvement

Wausau Whitewater provides:

Whitewater paddling instruction for YMCA camp participants

Mentoring for Boy Scouts Eagle projects

Training to firefighters and swiftwater rescue personnel

Hosting compassion events like First Descents young adults with cancer



We continue to bring new events to the Wausau area, enhance the river front, and be a strong presence in the sport of Kayak & Canoe, not only in Wisconsin but the nation.

We Welcome the World to Wausau and take Wausau to the World in a way no other area organization can.

The 2012 Season

2012 is an exciting year as Wausau Whitewater brings thousands of spectators and athletes to Wausau, Wisconsin! We are proud to be able to host 5 world class events, 10 recreational releases, basic instruction classes, camps, freestyle clinics, swiftwater rescue training, and much, much more.

One very special event we have the privilege of hosting is the 2012 International Canoe Federation Canoe Slalom Jr. & U23 World Championships which will bring over 300 international athletes and thousands of spectators to our community!



2012 International Canoe Federation (ICF) Canoe Slalom Jr. & U23 World Championships

www.2012wausau.com



Thousands of spectators will line the shores of Whitewater Park in downtown Wausau, Wisconsin during July 11-15 to watch over 300 of the world's top young paddlers from more than 30 nations race through the world-renowned Wausau Whitewater Course.

Organized and hosted by Wausau Kayak Canoe Corporation, hundreds of dedicated and experienced volunteers are ready to welcome paddlers and spectators alike to a thrilling week of international whitewater competition in Wausau, Wisconsin just prior to the canoe slalom events beginning at the Summer Olympics in London on July 27th!

If you'd like to know more about sponsorship packages available for the 2012 ICF Canoe Slalom Jr and U23 World Championships, please contact Karla Westcott at 715-212-1270 or via email at KKWestcott@aol.com.

2012 Season Sponsors

All sponsorships include:

- Web site - your logo and link on the Wausau Whitewater home page
 - On-Site Visibility - Sponsor Recognition Banners
- Media - Corporate Logo in media coverage and all Wausau Whitewater promotional materials including national, regional, and local advertisements, Seasonal Posters, Season Program, Online Magazine, E-Newsletters and public announcements
 - Final Flow Sponsor Appreciation Day

Platinum Sponsor - \$7,500

- Category Exclusivity
- Full page color advertisement and weblink in Wausau Whitewater Online Magazine (Prime Placement)
- Full page color advertisement in Wausau Whitewater Event Program
- On-Site Banners - Wausau Whitewater Park Bridge Entrance, Scoreboard, Registration Tent and Slalom Gate Headers for National Team Trials and Buttercup Race
- Press Release announcing your sponsorship
- Media - listed above
- Social Media Links and Advertisements - World Kayak.com visibility and Weekly Facebook Fan Page Status Advertisements
- Booth Space - available at every event and recreational release
- Promotional Item(s) in event registration bags
- VIP Tickets (Valid for competitor meet and greets and instructional courses)
- Logo on Competitor T-shirt for All Events (Largest Logo on Back)
- Logo on Competition Start and Result Lists
- 2 Recreational Release Season Passes/year

Gold Sponsor - \$5,000

- Full page color advertisement and weblink in Wausau Whitewater Online Magazine (Prime Placement)
- Full page color advertisement in Wausau Whitewater Event Program
- On-Site Banners - Wausau Whitewater Park Entrance, Big Drop, & Sponsor Recognition Banner, (Scoreboard for Slalom Events)
- Press Release announcing your sponsorship
- Media - listed above
- Social Media Links and Advertisements - Monthly Facebook Status Advertisements
- Booth Space - available at your event
- Promotional Item(s) in event registration bags
- Logo on Competitor T-shirt for your Event
- Logo on Competition Start and Result Lists
- 2 Free Competition Entries



Please Contact Sarah Dombrowski, Operations Coordinator
Wausau Kayak/Canoe Corporation, 1803 Stewart Ave. Wausau, WI 54401
Email: SarahD@wausauwhitewater.org Phone: 715-203-1279

2012 Season Sponsors

All sponsorships include:

- Web site - your logo and link on the Wausau Whitewater home page
 - On-Site Visibility - Sponsor Recognition Banners
- Media - Corporate Logo in media coverage and all Wausau Whitewater promotional materials including national, regional, and local advertisements, Seasonal Posters, Season Program, Online Magazine, E-Newsletters and public announcements
 - Final Flow Sponsor Appreciation Day

Silver Sponsor - \$2,500

- Full page color advertisement and web link in Wausau Whitewater Online Magazine
- 1/2 page color advertisement in Season Event Program
- On-Site Banners - Wausau Whitewater Park's Little Drop & Sponsor Recognition Banner
- Press Release Announcing Sponsorship
- Media - listed above
- Social Media Link and Advertisement - Facebook Fan Page
- Promotional item(s) in event registration bags
- Booth Space - available at your event of choice
- Logo on Competitor T-shirt for two events of your choice
- 4 Recreational Release passes



Package Add-ons

- Results Board Banner - \$750
- Race Start Line Banner - \$750
- Race Finish Line Banner - \$750
- Freestyle Judges Tent Banner - \$600
- Safety Tent Banner - \$500
- Lunch Tent Banner - \$500

Bronze Sponsor - \$1,000

- 1/2 page color advertisement and web link in Wausau Whitewater Online Magazine
- 1/4 page color advertisement in Season Event Program
- Media - listed above
- Booth Space - available at your event of choice
- Logo on Competitor T-shirt for your event of choice
- 2 Recreational Release passes

Copper Sponsor - \$600

- 1/2 page color advertisement and web link in Wausau Whitewater Online Magazine
- Media - listed above
- Logo on 1 Event Competitor T-shirt

Community Sponsor - \$300

- 1/4 page color advertisement and weblink in Wausau Whitewater Online Magazine
- Media - listed above

Thank you to a few of our 2011 sponsors!



Please Contact Sarah Dombrowski, Operations Coordinator
Wausau Kayak/Canoe Corporation, 1803 Stewart Ave. Wausau, WI 54401
Email: SarahD@wausauwhitewater.org Phone: 715-203-1279



Wausau Whitewater

2012 Competitions and Events

USA Canoe & Kayak Junior National Slalom Team Trials - May 19th - 20th

This event will bring the Nation's top junior paddlers to compete for an opportunity to be on the U.S. National Junior Team. The U.S. Team will return to Wausau in July to train and compete in the 2012 ICF Canoe Slalom Junior & U23 World Championships.

Wausau RiverFest - June 16th-17th

In Coordination with Wausau Area Events Summer Kickoff on Friday the 10th. Wausau RiverFest continues with a weekend of summer fun, offering free Sea Kayak demonstrations, the RiverSplash Freestyle competition, and a Hooligan race.

2012 ICF Canoe Slalom Jr. & U23 World Championships- July 10th-15th

300 of the world's top young paddlers from more than 30 nations take on the world-renowned 250 meter Wausau Whitewater Course. Organized and managed by Wausau Kayak Canoe Corporation. For more information visit www.2012wausau.com.



Jackson Freestyle Clinic - Aug. 16th & 17th

This is a two day freestyle clinic held with professional paddlers from Jackson Kayak such as John McConville from Wisconsin as well as World Kayak athlete Colin Kemp. Taking the clinic includes entry into the Midwest Freestyle Championships.

Midwest Freestyle Championships - Aug. 18th & 19th

Paddlers performing maneuvers and tricks in the rivers hydraulics are judged based on difficulty level and execution. This event features local, regional and professional paddlers.

Buttercup Slalom - Dates TBD

Organizers of the Buttercup Series like to boast that four of the five top American women canoeists (C1W) including reigning champ Hailey Thompson began their competitive careers here. But the Buttercup is so much more than a proving ground for elite paddlers. With venues in Wisconsin and Minnesota the Buttercup has a loyal following of fans throughout the Upper Midwest.

Recreational Releases -

Visit www.wausauwhitewater.com for a complete list of dates

Held 10 weekend days in 2012, up to 150 paddlers per release from the Midwest and Canada travel to Wausau to hone their skills and have fun. Instructional kayaking classes make the course accessible to new paddlers and give others the opportunity to attain that next level of performance.



Visit www.wausauwhitewater.org for updates and registration information.