



Sponsorship Information

Event Date – November 6, 2008

Location- Brooklyn, NY

Venue- TBD

www.sebagocanoecub.org

Sebago Canoe Club a 501 C3 all volunteer run not-for profit

Sebago uses 100% recycled paper

Sponsorship Proposal Overview

Sebago is seeking backing from the paddling industry to support this fundraising event, which will fund the club's capital improvements for the 2008-2011 seasons and support its many community programs. This is an excellent opportunity to gain exposure with paddling enthusiasts in the tri-state area.

- Sebago Canoe Club, a 501C3 not-for profit all-volunteer run organization, is celebrating its 75th anniversary in October, 2008. Sebago Canoe Club is one of the oldest continuously operating paddling clubs in New York. Sebago is a prominent cultural, educational and recreational resource for New York City kayakers, sailors, canoeists, rowers and flat-water racers.
- Sebago is the only group that provides community access to Jamaica Bay, part of the New York estuary system. Though Sebago spearheaded a successful effort to have over 10 acres of Paerdegat Basin declared a city park in 2000, neither the City of New York nor the Parks Department contribute to the upkeep or improvement of the waterfront property that has provided thousands of New Yorkers with their only access to the Bay and the thriving, vibrant natural wetlands right in their own backyards.
- **Sebago's primary mission is to educate and train the public in paddlesports, water safety, conservation and protection of clean water and waterways.** We seek to encourage recreation and regular physical exercise through varied human-powered boating sports, and to conduct training classes on the safe use of canoes, kayaks, sailing boats and rowing sculls and other human-powered boats and to cooperate with other groups having similar objectives. Sebago Canoe Club is a community of human-powered boaters who are environmental advocates and activists.

Sebago is committed to continuing our capital improvement program. As part of Phase 2, we are designing and constructing a new dock and ramp facility for human-powered boating in Paerdegat Basin Park.

Generous lead funding of \$40,000.00 from the J.M. Kaplan Fund has already been acquired for Phase 2 and money raised at this event will go towards matching these funds.

About the 75th Anniversary Event – Sebago's 75th Anniversary Splash

When: Thursday, November 6, 2008

Where: Brooklyn, New York Venue to be announced

What: Area paddling and outdoor enthusiasts, environmental activists, community leaders and other not-for profits will be invited to attend this event which will feature food, music and a continuous paddling slide show.

Fund

Raiser: Sponsorship, admission, raffle tickets and a silent auction are some of the ways we raise funds.

Admission: Each paid admission ticket entitles the participant to enjoy a buffet catered meal, music, paddling slide show and includes one raffle ticket.

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Raffle: Retailers and manufacturers donate products and services for our raffle. Raffle tickets will be sold to the members of the tri-state paddling community and the general public beginning 4 weeks before the event. Additional raffle tickets will also be available for purchase at the event.

Silent auction: Retailers and manufacturers donate services, gift certificates and special discounts for the silent auction. In addition, club members donate services such as boat building or paddling technique lessons.

Event Promotion:

While our efforts will be largely grass roots, our reach will be substantial. In addition to club and organization newsletters and email notification, we plan to approach a variety of Brooklyn and Manhattan publications for listings and story placements about the Sebago Canoe Club's role in the Brooklyn waterfront activity.

- This past summer, Sebago has had articles appearing in two of the city's largest papers, The Daily News and The Post. A daily circulation for these papers is over 1.4 million readers. Metro Sports, with a circulation of 100,000 has also done a feature on Sebago.
- Sebago has also been featured on New York City Public Television in 2007 in the "This is your Park" program which featured a video segment on our "Open Paddle" Program.
- Sebago's website will also prominently feature a button on the home page about the fundraiser party to capture this traffic. On average the site gets over 1,000 unique hits every month with a large increase in the summer months
- Sebago email Campaign – total 5,000
- Event info on Group Lists such as: NYC Kayaker, Cyberharbor, Friends of Gateway, Open Space Coalition. (total list members over 10,000)
- Newsletters of all invited organizations. (see list that follows, estimate 25,000 exposures)
- Sebago Club Website (estimate 5,000 exposures minimum)
- 4 issues of BLADE and / or E-BLADE (total circ. 800)

Event Invitees

The following is a preliminary list of the New York City officials and environmental organizations that will be invited to the Sebago 75th Anniversary Splash.

New York City Officials

Mayor Mike Bloomberg
Congressman Ed Towns
State Senator John Sampson
Borough President Marty Markowitz

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Councilman Lew Fielder
Councilman Carl Kruger
Assemblyman Alan Maisel
New York City Parks & Recreation Commissioner Bennepe
Brooklyn Parks and Recreation Commissioner Spiegel
Queens Park and Recreation Commissioner Lewendowski
Community Board 18 Dorothy Turrano

Paddling & Environmental Organizations

American Canoe Association
American Littoral Society
Canarsie Adolescent Recreational Program
Cold Springs Kayak Club
Connyak
Downtown Boathouse
Ecology Village
Floating the Apple
Friends of Gateway
Gateway National Recreation Area
Gateway National Recreation Bird Sanctuary
Gowanus Dregers Canoe Club
Hebrew Educational Society
Hudson River Park Foundation
Hudson River Watertrail Association
Inwood Canoe Club
L.I.C. Community Boathouse
Manhattan Waterfront Alliance
Manhattan Island Swim Foundation
Metropolitan Canoe + Kayak Club
Neighborhood Open Space Coalition
New York Kayak Polo
New York Outriggers
Nissequogue Canoe and kayak club
RiverKeepers (Jamaica Bay and Hudson River)
Red Hook Boats
Rockaway Paddling Club
Salt Marsh Nature Center
The Harbor School
Touring Kayak Club of New York
Transportation Alternatives
Yonkers Paddling and Rowing Club

Local Outfitters & Retailers

Atlantic Kayak Tours
Campmor
Empire Kayak
Jersey Paddler
L.L. Bean
Manhattan Kayak
New York Kayak

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Sponsorship Details

There are Three levels of sponsorship:

Grand Sponsor	(one sponsor)
Friends of Sebago	(multiple sponsors)
Silent Auction and Raffle Sponsors	(multiple donors)

Timing: To ensure that the event will be a success and that the sponsor receives the most exposure possible, we have created a timetable for event sponsorship:

- **Commitment date: 6/1/08 or before**
- **Delivery of donated goods and/or sponsorship fee: 9/5/08**

Sponsorship Level One---Grand Sponsor

The Grand sponsor shall receive:

- **Acknowledgement as the grand sponsor on all Fundraising press announcements and other digital media, raffle and admission tickets, emails to promote the event, poster and displays.**
- Company Name, logo (if desired) and link to your website will be prominently placed on the Sebago website starting June 2008 and for 6 months following the event.
- **The sponsor shall also receive advertising space in the evening's program: the back cover, and a full page inside. Both Full color ads.**
- Signage (to be provided by the sponsor) will be on display at the event and during all public programs held at the club starting June, 2008.
- **10 (ten) tickets to the Fundraising event and a table to display promotional materials or goods.**
- **A prominent link to their website on Sebago's homepage** and a full color ad in 4 issues of the BLADE or E-BLADE (total circulation 800) starting summer 2008.

Sebago will make its best efforts to show all promotional material to the sponsor before it is distributed but cannot guarantee that materials will not be sent out with prior approval.

Sponsorship Level Two -- Friends of Sebago

This level features advertisements and messages of support in the evening's program.

By becoming a Friend of Sebago, you can help ensure the future of the oldest continuously operating paddling club in New York and help promote paddling education and safety. Money donated by the Friends of Sebago pays for instructor fees, educational materials and equipment and enables Sebago to introduce more New Yorkers to paddling each year.

Program Ads: (Deadline for ads: September 19, 2008)

Full page \$600 Half page \$350 Quarter page \$200

- Full page ads will also receive a direct link from our website yours and a FREE half- page ad in 2 future editions of the E-Blade

Sponsorship Level Three: Raffle and Silent Auction Sponsors:

In exchange for products and services that would be of interest to paddling enthusiasts, raffle and silent auction donors receive considerable exposure:

We request that items donated for the raffle have a retail value of \$300.00(single item) and items for the silent auction have a retail value of \$150.00 (one or more items)

- Items up for auction will be listed on our web site starting in September 2008 along with the sponsor's name and also in the 75th anniversary Splash event program.
- Auction Item and Company name and contact information will be on display at the event
- Thank you acknowledgement on club website.

History of the Sebago Canoe Club.

The Sebago Canoe Club was formed by seven working men in 1933 during the Great Depression who had a lot of energy but little money. They called it the Sebago Canoe Club and subleased a cabin at the ACA camp in Lake Sebago for around \$70.00 for the season...dues were 50 cents a month.

The early members were mostly interested in canoe racing- that is, flat-water sprint racing of the kind you can see in the Olympics today. The Club won several gold medals at the National Championships at Princeton in 1936. Sebago limped through World War II with many members off in the Armed Services, activities picked up again after the war.

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Around 1959, the club discovered an undeveloped waterfront site near many members' homes in Canarsie, Brooklyn that looked ideal for flat-water canoe racing. It was on Paerdegat Basin, an inlet of Jamaica Bay that had been dredged straight by the city earlier in the century. The water wasn't all that clean but that meant that nobody else wanted the site very much. The club leased the land from the city and incorporated in 1960 as a non-profit.

In the 60's & 70's the club attracted a large number of canoe racers (called paddlers) who brought renewed energy and enthusiasm to all Sebago activities. Several of our paddlers became national champions and one won an Olympic medal. The 80's & 90's saw a decline in canoe racing and the beginning of what is referred to as sea kayaking. In the past 10 years, there has been a tremendous nationwide upsurge of interest in sea kayaking and Sebago has taken the lead in New York City to provide kayakers the opportunity to get onto the water.

Today, Sebago offers New York City youth and adults instruction in kayaking and Dinghy Sailing. We offer mentoring in rowing, kayak fishing and flat-water racing. If it is human powered, then the Sebago Canoe Club is at the forefront.

Accomplishments of the Sebago Canoe Club.

Our programs foster relationships with the delicate but thriving tidal wetlands in respectful, low-impact forms of boating. We feel these experiences are critical to creating a strong connection between members of the surrounding community and the local wetlands. Most importantly, participants get a chance to do something most New Yorkers never dream of - begin a relationship with natural areas right in their neighborhood. Programs like Sebago's "Open Paddle" program not only show residents how close and accessible these vibrant natural worlds are to them but also interface them with a community of boaters who are environmental advocates and activists. It is our hope that by introducing New York City residents to natural wonders in their backyard, they will begin to form a long-lasting relationship with nature and become the future protectors of these natural treasures. Sebago has combined paddling with environmental lectures.

Sebago has been holding regular Open paddles in a formalized structure for the last five years and in a more informal manner for many years before that. In the summer of 2002-2003, the Open Paddle program began a long-lasting relationship with the Park Rangers from Gateway National Recreation Area. Park Rangers scheduled a number of collaborative Open Paddles with our club, providing the public with the opportunity to learn about Jamaica Bay ecology from the experts.

In the summer of 2004, Sebago was very fortunate to be able to expand the program thanks to funding from the **New York City Environmental Fund and Atlantic Kayak Tours Inc.** In the summer of 2006 and 2007, Sebago again made sure that its Open Paddle Program ran at FULL capacity. With Funding from **the New York City Environmental Fund, ACA/LLBean and support from Atlantic Kayak Tours Inc.** our twice weekly paddles were full and we had to turn people away at every paddle.

Sebago hopes to introduce "Young People Open Paddles" starting in the summer of 2008. These paddles will be geared towards 10-16 year olds and will like our regular Open Paddles combine recreational paddling with environmental education. Sebago will approach local Boy + Girl Scout Troops and local religious organizations to start. These paddles will be offered FREE of Charge.

New York City has the largest urban park system in the United States. Of the 500 city parks, sixty are located on the water (*Green Map System-Green Apple Map*). New Yorkers have come to understand that providing access to the water while creating green spaces benefits all. Providing recreational spaces results in an improved quality of life. In a report published recently by the National Park Service through the Jamaica Bay Unit of Gateway National Recreation Area entitled *The Evolving Legacy of Jamaica Bay*, one of the many concerns regarding Jamaica Bay is the "limited and poor-quality access to the bay."

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Sebago provides the only public human-powered boat access to the bay that is supervised by trained instructors, and it is essential to enhance and expand upon this service.

Sebago has already raised and committed almost \$100,000.00 to the improvement and upkeep of the grounds of Paerdegat Basin Park (A New York City Public Park) where Sebago has its home. In the past 3 years, Sebago, through thousands of hours of volunteer labor and with lead funding from **the J.M. Kaplan Fund** and additional funding **from Independence Community Foundation** and **ACA/LLBean** has reclaimed almost 1 acre of an industrial waste site and turned it into a "greenway" complete with native plantings for use by the club and residents of New York City.

If you would like additional information about the club, please visit our website to view our brochure. To receive newspaper articles or view television reports about the Sebago Canoe Club's activities; please let me know and I will get a CD right out to you.

Contact Information:

If you need any additional information or you are interested in sponsoring the Sebago 75th Anniversary Splash, please contact:

Phil Giller, Board of Directors, Chairman Capital projects
718-354-6141 cell
phil.giller@gmail.com

Thank you for taking the time to read and consider our proposal.

Sincerely,



Phil Giller
Sebago Canoe Club