



Karen Foster, executive director of All Out Adventures, left, teaches Kathy Haskell of Williamsburg the correct way to hold a paddle Thursday at the start of a guided kayak tour of the Connecticut River in Northampton for seniors and veterans. Program leader Matt Lucier, at right, paddles off the dock. All Out Adventures is a nonprofit organization which promotes outdoor recreation for people of all abilities. Reprinted with permission of the Daily Hampshire Gazette. All rights reserved.



**All Out Adventures**  
outdoor recreation for people of all abilities

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214 State St., Northampton, MA 01060 • (413) 584-2052 (tel) • (413) 584-2819 (fax)  
[www.alloutadventures.org](http://www.alloutadventures.org) • [info@alloutadventures.org](mailto:info@alloutadventures.org)

## Sponsorship Opportunity:

### Senior Kayaking and Stand-Up Paddle Boarding Connecticut River in Northampton, MA June through September, 2018

All Out Adventures (AOA) would like to invite your business to sponsor our upcoming series of kayaking and stand-up paddle boarding programs for senior citizens right here in the Pioneer Valley.

**Since 2010 we have offered our programs to seniors for just a nominal cost to ensure that seniors living on a fixed income can participate.** Partnering with businesses like yours will allow us to continue to provide and expand these programs.

The Pioneer Valley is a special place to live where bike trails, hiking trails and peaceful paddling spots abound. Enjoying outdoor activities with friends and family is what enhances our quality of life. Those opportunities can diminish as we age and result in seniors experiencing feelings of loss, social isolation and physical decline. Our programs provide meaningful social connection while also supporting the healthy and vibrant lifestyle that many seniors enjoyed with their friends and family in the past. We offer year-round senior programming including snowshoeing, cycling and kayaking.

Demand for our senior kayaking programs is so strong that during last last summer's programs our waiting list grew so large we stopped accepting new registrations. This summer we look forward to doubling the number of programs we offer as well as introducing stand-up paddle boarding to meet the demand.

Our highly trained and certified staff are experts at modifying kayaking techniques for people who are experiencing the effects of aging, such as reduced balance and mobility. Our guidance has helped people to kayak into their 80s and beyond!

Can we count on your support as we grow this exciting program? We look forward to speaking with you about how your business can get involved.

Sincerely,

Karen Foster, Executive Director

All Out Adventures is a 501(c)(3) nonprofit organization founded in 2001 and located in Northampton, MA. Our mission is to promote health, community and independence for people with disabilities, including senior citizens and Veterans, and their family and friends through outdoor recreation.





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## **2018 Senior Kayaking and Stand-Up Paddle Boarding Sponsorship Levels**

### **Presenting: \$5,000**

- Company name and logo most prominently displayed on all promotional materials including flyers, postcards, emails and social media, and on lawn signs at every program
- Instructional videos targeted to seniors on our website and promoted through social media featuring your company's logo and sponsorship of the Senior Kayaking and Stand-Up Paddle boarding series
- Targeted social media promotional videos featuring your company logo as a Presenting Sponsor beginning in April (or as soon as we secure your sponsorship)
- Targeted, sponsored social media ads featuring your company as a Presenting Sponsor beginning in April and running through October (or as soon as we secure your sponsorship)
- Company name, logo, and profile with link on Our Supporters and Senior Kayaking and Stand-Up Paddle Boarding pages on our website
- Your employees will be invited to participate at our programs as volunteers
- Opportunity to place literature for your business at registration table during programs
- A live shout out/acknowledgement during each program
- Category exclusivity



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**Program Sponsor: \$1,000**

- Company name and logo displayed on all promotional materials, including emails and social media posts, and lawn signs for two (2) select program dates
- Targeted, sponsored social media ads featuring your company as a Supporting Sponsor for 2 select program dates
- Company name, logo, and profile with link on Our Supporters and Senior Kayaking and Stand-Up Paddle Boarding pages on our website throughout the summer
- Your employees will be invited to participate at our programs as volunteers for 2 select program dates
- Opportunity to place literature for your business at registration table during programs
- A live shout out/acknowledgement multiple times during the program on your company's sponsored dates, as well as other dates throughout the summer

**Supporter: \$500**

- Company name and logo with link on Our Supporters and Senior Kayaking and Stand-Up Paddle Boarding pages on our website throughout the summer
- Opportunity to place literature for your business at registration table during programs
- Live shout out/acknowledgement during programs throughout the summer



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Please return this form with your donation as soon possible. Please email your company logo to me at [kfoster@alloutadventures.org](mailto:kfoster@alloutadventures.org). We will begin to promote your business's involvement as soon as we receive your donation and logo file. **THANK YOU** for your contribution toward promoting health, community, and independence for seniors right here in the Pioneer Valley.

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Website:** \_\_\_\_\_

**Name of Contact Person:** \_\_\_\_\_

**Best Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Sponsorship Level: Please check:**

- Presenting (\$5,000)
- Program Sponsor (\$1,000)
- Supporter (\$500)

***Please return this form as soon as possible so that we can include your business in promotional materials and by June 1, 2018 at the latest. We will contact sponsors to obtain your business logo for promotional materials.***



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