

EcoQuest is a kayaking adventure designed to invite people outdoors, create awareness of our environment and promote land conservation efforts, sponsored by and benefiting North Florida Land Trust.



### Who Is The North Florida Land Trust?

Since 1999, North Florida Land Trust has worked to preserve natural areas and special places. Over 1,000 acres of land have been conserved, including 360 acres in Atlantic Beach, just south of Dutton Island, and 40 acres on the northeast corner of Mickler Road and A1A in Ponte Vedra Beach.

### What Is EcoQuest Kayaking Adventure?

EcoQuest is a kayaking adventure on properties connected to land conservation. Kayakers can choose to kayak just one, or up to all five locations for an opportunity to win cash and prizes. Each location will have five cache sites along specified kayak routes. Registrants pre-register online by selecting and purchasing the locations they wish to kayak. They may download maps with cache locations circled and GPS coordinates for each.



kayaking adventure & family fun day

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kayaking adventure & family fun day

Saturday April 3rd - Saturday April 10th, 2010

presenting a sponsorship opportunity to promote your business in an eco-friendly way.

## When and Where is EcoQuest Kayaking Adventure?

The kayaking event runs from Saturday, April 3rd through Thursday, April 8th at five sites. The event culminates with a family fun day and awards ceremony on Saturday April 10th at North Guana Landing (the old Oar House Restaurant property, Mickler Road & A1A) in Ponte Vedra Beach on Saturday, April 10th. This day long festival will include activities such as a farmers market, family kayaking experiences, nature scavenger hunt, music, fun and food for all ages.

**Winners of the kayaking adventure will be announced during the afternoon, and special opportunities exist for run-offs of the contestants during the day that can feature your organization.**

## Demographics for EcoQuest Kayaking Adventure:

EcoQuest is targeting outdoor enthusiasts and families within the community, as well as marketing to kayaking enthusiasts within the states surrounding north Florida. EcoQuest will be promoted through the Land Trust's public relations firm BROOKSLACAYO and will market to kayaking clubs and organizations. Your business will receive recognition based on sponsorship level chosen and be associated with a fun, family-friendly outdoor event that promotes land conservation in North Florida.

## Sites for EcoQuest Kayaking Adventure:

**Pumpkin Hill Preserve** – North Jacksonville  
**Julington Creek** – Palmetto Boat Ramp/  
Old St. Augustine Rd.  
**Anastasia Island** – St. Augustine  
**North Guana** – Ponte Vedra Beach  
**Dutton Island** – Atlantic Beach

## Sponsorship Opportunities:

### Seagull Sponsor, \$100

- Sponsor recognition on EcoQuest website
- Corporate logo on participant t-shirts
- Sponsor Board prominently displayed at event

### Pelican Sponsor, \$250 (4-8)

Benefits of previous level, plus:

- Corporate logo on four-color posters to be distributed regionally
- Two official t-shirts
- Ability to provide premiums for inclusion in gift bags
- Up to 20% of sponsorship can be provided as cash and merchandise\*

### Belted Kingfisher Sponsor, \$500 (4-8)

Benefits of previous level, plus:

- Free exhibitor tent space to display company products and services.
- Up to 30% of sponsorship can be provided as cash and merchandise\*
- Corporate logo displayed or mentioned on print media, radio and television, brochures e-mail announcements, signage and press releases with link to EcoQuest website

### Osprey Sponsor, \$1,000 (4-8)

Benefits of previous level, plus:

- Corporate logo in LARGE print on Sponsor Board prominently displayed at event
- Four official t-shirts
- Up to 50% of sponsorship can be provided as cash and merchandise\*
- 180px x 200px web advertisement on EcoQuest website

### Eagle Sponsor, \$5,000 (Title Naming Rights)

As the official and exclusive Presenting Sponsor your business will be entitled to the following opportunities associated with EcoQuest Adventure Kayaking:

Benefits of all previous level, plus:

- Company Banner and Logo with premier placement across the top of the Post Event
- Personal kayak tour with one of our expert guides in a "state of the art" kayak.
- Mention in all news releases distributed to media, including pre- & post-event coverage

### Eagle (continued)

- Exclusive to Presenting Sponsor: Corporate logo on participant number signs
- Presenting Sponsor recognition on all printed materials, banners and EcoQuest website
- Eight official t-shirts
- Eight complimentary VIP reception area passes
- A unique plaque recognizing your company as Presenting Sponsor

\*Sponsor packages will consist of cash and merchandise equal or greater to the percentage of sponsorship amount indicated above. All merchandise is valued at dealer/wholesale amounts.

**It is important to note that based upon exposure value alone, these sponsorship packages are sold well below true market value.**

## Thanks For Your Support.

Your support of this community event will help North Florida Land Trust expand outreach efforts and further its mission within the North Florida region. With your help, we can do even more for the community.

Yes! I would like to support EcoQuest as a sponsor at the following level:

- Seagull Sponsor, \$100  
 Pelican Sponsor, \$250  
 Belted Kingfisher Sponsor, \$500  
 Osprey Sponsor, \$1,000  
 Eagle Sponsor, \$5,000

Please complete the following and return to EcoQuest, c/o North Florida Land Trust. We will contact you with ad specs and instructions on submitting your logo. Thank you for your support!

- Check Enclosed **or**  
 Visa  MasterCard  American Express

Name /Contact Person: \_\_\_\_\_

Company Name (if corporate sponsor): \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_