

Kearney

SPONSORSHIP OPPORTUNITIES

Partner with a longtime Kearney winter tradition!

Hello,

The Kearney Dog Sled Races (KDSR) have been a cherished winter tradition since 1994, growing into Ontario's largest dog sled racing event and one of the Almaguin Highlands' most anticipated winter attractions.

Each February, this exciting event welcomes competitive mushers and their teams from across North America, bringing together spectators, families, and visitors for two action-packed days of racing, winter activities, and community celebration.

The 2027 Kearney Dog Sled Races will hold special significance as we dedicate this year's event to Walter Grohman, a legendary musher, mentor, and longtime member of the sled dog racing community. Walter's passion for the sport and dedication to mentoring generations of mushers have left a lasting legacy that we are honoured to celebrate and preserve.

The continued success of this event is made possible through the generous support of businesses, organizations, and community partners like you.

When you become a sponsor of the Kearney Dog Sled Races, you're doing more than supporting a weekend of racing. You're helping preserve a proud sporting heritage, honour Walter's legacy, promote winter tourism, and ensure this beloved community tradition continues for generations to come.

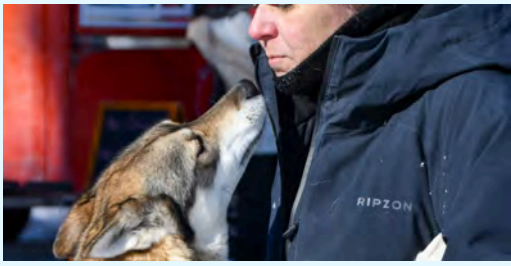
Thank you for considering joining us as a sponsor of the 2027 Kearney Dog Sled Races and helping make this special celebration one to remember!

Kearney Dog Sled Race Advisory Council

Town of Kearney













KEARNEY DOG SLED RACES

AT A GLANCE

- Ontario's Largest Dog Sled Racing Event
- Mushers from Across North America
- Proud Tradition Since 1994
- Two Action-Packed Days of Racing
- Family-Friendly Dog Sled Rides
- Pet-A-Pup
- Community Banquet & Hospitality
- Vendor Market
- Silent Auction



WHY PARTNER WITH US?

EXPAND YOUR REACH

Connect with mushers, spectators, families, and visitors from across North America at Ontario's largest dog sled racing event.

SHOWCASE YOUR BUSINESS

Gain valuable brand exposure through KDSR promotions, social media, and on-site visibility throughout race weekend.

SUPPORT WINTER TOURISM

Help attract visitors to the Almaguin Highlands, strengthen the local economy, and showcase Kearney as a premier winter recreation destination.

PRESERVE A PROUD TRADITION

Honour Walter Grohman's legacy, celebrate the heritage of dog sled racing, and ensure this cherished community tradition continues for generations to come.



SPONSORSHIP BENEFITS

BRAND VISIBILITY
Logo placement on event websites and promotional materials.

SOCIAL MEDIA EXPOSURE
Sponsor spotlights and recognition across social platforms.

ON-SITE ADVERTISING
Branded signage throughout the race venue.

EVENT RECOGNITION
Business mentions in announcements and advertising.

EXCLUSIVE RACE SPONSORSHIP
Race naming rights and branded race materials.

VIP EXPERIENCES
Complimentary Banquet Dinner tickets and presentation opportunities.

COMMUNITY CONNECTION
Support a cherished tradition with regional reach.

Kearney Dog Sled Races

@kearneydogsledraces

Over 4,700 followers!
Liked by over 2,700 people and businesses!

KEARNEY DOG SLED RACES

February 6 and 7, 2027

RACE CLASS SPONSOR benefits according to the following chart

Sponsor Benefit	Race Sponsor $2000
Featured Brand/Logo, at the top of website home page (top slider)	✔
Preferred placement in logo carousel throughout most website pages	✔
Radio ads including listing your company as a race sponsor	✔
Dedicated website page under sponsors about your business	✔
Advertising through the KDSR Facebook and Instagram page, including "Thank you" posts and informatory posts about your business. *Liked and followed by nearly 4,000 people and businesses!*	✔
Opportunity to publish online stories or events you are doing that relate to KDSR	✔
Featured logo placement on the website's race class page you are sponsoring	✔
"Named" Race Class: *i.e. "My Business" 6 Dog Sled Class*	✔
Logo / Business Name on Race Bibs	✔
Logo / Business Name on the paper Race Program Thousands of copies distributed to local Businesses and Residences!	✔
Logo / Business name on posters on community bulletin boards throughout Muskoka, Almaguin Highlands, and Parry Sound districts	✔
Street Banner with Logo (4' x 8') at Start Line *KDSR will create a banner if you do not have one*	✔
Company Banner (Approx. 4' x 6', supplied by sponsor) displayed at other key race locations (food/beverage areas)	✔
Tickets included for the Awards Dinner (up to 4 people) *Business representative to present the award to top finishers	✔
Complimentary dog sled rides (up to 4 people) *Redeemable on the Sunday of race weekend	✔
Public Address System announcing your company during the race	✔
Business name mentioned in newspaper advertisement	✔
Window stickers for your business *"Proud Sponsor of the Kearney Dog Sled Races"*	✔

RACE CLASS AND GOLD SPONSORS

We are happy to tailor our sponsorship agreements to suit the community. Special requests must be made to the KDSR Advisory Council in writing by December 18, 2026

KEARNEY DOG SLED RACES

February 6 and 7, 2027

RACE CLASS SPONSOR benefits according to the following chart

Sponsor Benefit	Gold $1000	Silver $750	Kid-N-Mutt $500	Bronze $250
Logo and link carousel on the Kearney Dog Sled Races homepage	✔	✔	✔	✔
Logo and link carousel on About, Race Day, Events, Mushers, Sponsors, Registration, Visitors and Contact Us pages.	✔	✔	✔	✔
Company Banner (4' X 6', supplied by Sponsor) displayed at the race site all weekend	✔	✔	✔	✔
Facebook and Instagram "Thank you" post listing all our sponsors in each sponsorship level	✔	✔	✔	✔
KDSR Facebook individual page "Thank you" post with information about your business. *Liked by 2.7K people and businesses!*	✔	✔	✔	
Featured business listing with your logo, contact info and link to your website via KDSR's "Sponsors" webpage	✔	✔	✔	
Tickets included for Awards Dinner (up to 2 People)	✔	✔		
Opportunity to publish website stories and events you are doing relating to KDSR on our social media	✔	✔		
Logo / Business Name on the paper Race Program *Thousands of copies distributed to local Businesses and Residences*	✔	✔		
Dedicated website page under Sponsors about your business *Content to be provided by Sponsor.*	✔			
Window stickers for your business *"Proud Sponsor of the Kearney Dog Sled Races"*	✔			
Street Banner with logo (2' X 4') at Finish Line	✔			
Public Address System announcing your company during the race	✔			

RACE CLASS AND GOLD SPONSORS

We are happy to tailor our sponsorship agreements to suit the community. Special requests must be made to the KDSR Advisory Council in writing by December 18, 2026

Please return the completed Business & Payment Information to the Kearney Dog Sled Races as soon as possible to ensure that you receive all benefits listed below:

Mailing Address - Kearney Dog Sled Races, 8 Main Street, PO Box 38, Kearney, Ontario P0A 1M0

Phone: 705-636-7752 **Fax:** 705-636-0527 **Email:** engage@townofkearney.ca

EMAIL THIS FORM TO THE COMMITTEE, FAX, OR DROP OFF AT KEARNEY TOWN OFFICE

Contact Person (please print): _____

Company Name: _____

Company website: _____

Mailing Address: _____

Email: _____

Phone: (_____)_____

Choose your Sponsorship Level:
Race class preferences not guaranteed. First rights of refusal will be given to returning sponsors.

Custom Sponsorship (+$2000) _____

Details of custom sponsorship: _____

_____

_____

Race Class Sponsor ($2000) _____ Race Class Sponsor Preference (Circle):

8-Dog Sled 6-Dog Sled 4-Dog Sled 2-Dog Sled Skijor

Gold	($1000)
Silver	($750)
Kid-n-Mutt	($500)
Bronze	($250)

SILENT AUCTION DONATION

I would like to donate an item to the KDSR annual Silent Auction: _____

Item description:_____

I would like the item (Circle one): Picked Up Sent virtually Will deliver by February 5, 2027

PAYMENT OPTIONS; Please select one:

Please Invoice: (Name and Email Address) _____

Cheque Enclosed (*Made out to Town of Kearney – Kearney Dog Sled Races*) _____

E-Transfer Instructions

Please send your payment via e-transfer to payment@townofkearney.ca

To ensure your payment is accepted, your e-transfer must include the following information:

- In the Memo/Description, please state your business and sponsorship level (e.g., *Town of Kearney, Silver Sponsor*)
- For the required security details, please include:
    - Security question: ***Town of…***
    - Answer: ***Kearney***

The security answer must state "Kearney" with a capital K. If any of the above information is missing, your e-transfer will not be accepted

FOR RACE CLASS AND GOLD SPONSORS

Please include information about your business that we can include in advertising

DO YOU HAVE A PREFERRED LOGO YOU WOULD LIKE US TO USE?

PLEASE EMAIL US YOUR BUSINESS' LOGO IN JPEG, PNG or PDF FORM!

Be A Part of the Tradition.

The Kearney Dog Sled Races are more than a weekend of competition — they're a celebration of community, tradition and the enduring spirit of dog sled racing.

With the support of our valued sponsors, we can continue building on Walter's legacy, welcoming mushers and spectators from near and far, and delivering an unforgettable winter experience in the heart of the Almaguin Highlands.

Your sponsorship makes a difference. Whether you're a local business or a regional organization, your partnership helps preserve this cherished tradition for generations to come.

Let's Make 2027 Unforgettable!

Interested in becoming a sponsor? We'd love to hear from you! Connect with our team to explore sponsorship opportunities and find the right fit for your business.

Website: www.kearneydogsledraces.ca
Email: info@kearneydogsledraces.ca · engage@townofkearney.ca
Phone: 705-636-7752

Thank you for supporting the Kearney Dog Sled Races — where tradition runs deep and community comes together!

KEARNEY DOG SLED RACES | Kearney

