



DAMYAK Challenge 2024

Sponsorship Opportunities

DamYak Mission

Provide a fun interactive event promoting the natural beauty of the McHenry River Walk, Downtown Business District, Miller Riverfront, and the Fox River while incorporating healthy lifestyle choices through an activity everyone can enjoy; **KAYAKING!**

Challenge Initiatives

The 4.8 mile DamYak Challenge will be held on July 20, 2024 in the heart of Downtown McHenry at Miller Riverfront Park. The Challenge provides an opportunity to promote your business with the community, participants, and attendees while supporting youth development and charities in McHenry County. **We had over 160 boats in the water last year!!**

The DamYak raises awareness and funds for the Kids in Need of McHenry County (KINMC). KINMC is dedicated to identifying kids in need and providing them and their caregivers the necessary resources for a successful, happy and healthy childhood. All Challenge proceeds will benefit the KINMC.

We encourage those participating and sponsoring the event to support, volunteer or help raise awareness for the KINMC. Visit the KINMC website at <https://kinmc.org/> to learn more.

Thank you for your interest in the DamYak Challenge. Help the DamYak Committee continue to grow this annual kayak event and support a great charitable cause!!!

Naming Yak Sponsorship:

- Company name on registration packets
- Company name on main event banner
- Option to set up booth at event for marketing
- Company name and link to website on DamYak.com
- Option to distribute promotional materials at event
- Naming Sponsor Banner displayed near Registration
- Permissive 1-year license to use DamYak Challenge Partner and DamYak Logo for marketing purposes*

\$3,500 (1 available)

- Company name on event advertisements
- Company name on social media event pages
- Sponsorship includes 6 event registrations
- Recognition as “Naming Sponsor” at event
- Event social media post thanking sponsor

Homeport Yak Sponsorship:

- Company name on registration packets
- Company name on social media event pages
- Company name and link to website on DamYak.com
- Option to distribute promotional materials at event
- Homeport Sponsor Banner displayed near Miller Pt.

\$2,500 (1 available)

- Company name on main event banner
- Sponsorship includes 4 event registrations
- Recognition as “Homeport Sponsor” at event
- Option to set up booth at event for marketing
- Event social media post thanking sponsor

Shipwreck Party Yak Sponsorship:

- Company name on social media event pages
- Company name and link to website on DamYak.com
- Option to distribute promotional materials at event
- Shipwreck Sponsor Banner displayed at party area
- Company name on main event banner

\$1,500 (2 available)

- Sponsorship includes 2 event registrations
- Recognition as “Shipwreck Sponsor” at event
- Option to set up booth at event for marketing
- Event social media post thanking sponsor

Captain Yak Sponsorship:

- Company name on main event banner
- Company name and link to website on DamYak.com
- Recognition as a key supporter at event
- Option to distribute promotional materials at event

\$1000

- Company name on social media event pages
- Sponsorship includes 2 event registrations
- Event social media post thanking sponsor

First Mate Yak Sponsorship:

- Company name and link to website on DamYak.com
- Recognition as a key supporter at event
- Company name on main event banner

\$500

- Company name on social media event pages
- Event social media post thanking sponsor

Deck Hand Yak Sponsorship:

- Company name and link to website on DamYak.com
- Recognition as a supporter at event

\$250

- Company name on social media event pages
- Event social media post thanking sponsor

Gilligan Yak Sponsorship:

- Event social media post thanking sponsor

\$100

- Recognition as a supporter at event

****Use of DamYak Logo and / or DamYak Challenge Supporter must be preapproved by DamYak Challenge Committee and specific use privileges expire on January 1, 2025****

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2024 DamYak Challenge Sponsor Registration Form

Business Name: _____

Contact: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Sponsorship Level: _____

Amount: _____

Mail this form and check to: DamYak Challenge LTD
2400-A Johnsburg Road
Johnsburg, IL 60051



*DamYak Challenge LTD
2400-A Johnsburg Road
Johnsburg, IL 60051
Charitable Organization Tax ID #82-5408220
a (501(c)(3)*



*Proceeds to benefit: Kids in Need of McHenry
County
PO Box 183, McHenry, IL 60051.
Charitable Organization Tax ID #82-3401945-
a (501(c)(3) foundation*