



McHenry and Lake County 2024 Sponsorship Opportunities

DamYak Mission

Provide a fun interactive event promoting the natural beauty of Lake and McHenry Counties while incorporating healthy lifestyle choices through an activity everyone can enjoy; **KAYAKING!** This year there will be two challenges! The McHenry challenge will take you through the beautiful McHenry River Walk, Downtown Business District, Miller Riverfront, and the Fox River. The Lake County challenge will start at the Port of Blarney and take you inland through Ackerman Channel and out around Crabapple Island to relish in the natural uninterrupted landscape that the Chain O' Lakes and upper Fox River has to offer.

Challenge Initiatives

The 4.8-mile McHenry DamYak Challenge will be held on July 20, 2024 in the heart of Downtown McHenry at Miller Riverfront Park.

The Lake County DamYak Challenge will be held on September 14, 2024 and will push off at Port of Blarney in Antioch, IL.

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!** That was with only one Challenge!

The McHenry 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.

The Lake County DamYak Challenge will raise funds for the Lake County Honor Flight. Lake County Honor Flight honors our nation's veterans by bringing them to Washington, D.C. to visit the memorials built to commemorate their service and sacrifice. All proceeds from the Lake County Challenge will benefit the Lake County Honor Flight.

To learn more about this cause and all it provides for our vets, please visit their website at <http://lakecountyhonorflight.org>

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*

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.

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

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

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

Deck Hand Yak Sponsorship:

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

Gilligan Yak Sponsorship:

- Event social media post thanking sponsor

The Yakker:

- Shout out on Star 105.5 social media pages naming company as sponsor for **DamYak McHenry**

Single Event \$3,500 (1 available)

Both Events \$6,500

- 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

Single Event \$2,500 (1 available)

Both Events \$4,500

- 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

Single Event \$1,500 (2 available)

Both Events \$2,500

- 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

Single Event \$1000

Both Events \$1,500

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

Single Event \$500

Both Events \$750

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

Single Event \$250

Both Events \$400

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

Single Event \$100

Both Events \$175

- Recognition as a supporter at event

McHenry County Event Only: \$100

****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****

2024 DamYak Challenge Sponsor Registration Form

Business Name: _____

Contact: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Sponsorship Level: _____

Amount: _____

Please specify which challenge you are sponsoring:

McHenry County KIN:

Lake County Honor Flight:

Both:

***Mail this form and Check to:**

DamYak Challenge LTD
2400-A Johnsburg Rd
Johnsburg, IL 60051



*Proceeds from McHenry County 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*



*Proceeds from Lake County to Benefit:
Lake County Honor Flight
P.O. Box 1187
North Chicago, IL 60064
Charitable Organization Tax ID #47-3858397
a (501(c)(3) foundation*



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