



Sponsorship Proposal for City of Nome and Iron Dog Race 2025

The following Proposal is for City of Nome (Sponsor) and Iron Dog Race Inc. all details are held in confidentiality between both parties:

2024 Iron Dog Race Metrics and Media Coverage;

- Iron Dog Race website continued solid growth in 2024;
Website visits - +34.5% (277,905) Website Visitors - +12% (111,400)
- Facebook reach in 2024 was basically flat to 2023
- Website Sessions time spent per visit increased by +20.8% in 2024 over 2023
- Total TV impressions commercials (Raffle, Expo, etc.) reduced by 1.8%. Driven by commercials approx. running 30 days late in 2024 vs. 2023.
- **Overall combine reach and impressions in 2024 – 5.7million**
- Live attendance at events showed a slight increase in venue participation of 3-4% mainly attributed to nicer weather for start and finish.
- **Over the last 5 yrs Iron Dog Race has provided 2300 recreational helmets to youth/students across Alaska, inclusive of one of our Safety Programs**

City of Nome Provides:

- Sponsorship contribution of \$25,000 total value
- Providing the use of the City maintenance shop to accommodate the Iron Dog Race “wrench day” and thaw out of the Pro Class Race teams 2/18, 19, 20th departure.
- Proposed snow on front street for Iron Dog Classes (Expedition & Pro) to arrive on 2/18 & 19, welcoming them to town via front street, including use of City of Nome sound system.
- Co-ordinate Expedition & Pro Class racers arrival/departure using the inflatable arch potentially up & down front street to and from the City Garage - \$4500 value
- Halfway Banquet facility support of the Mini Convention Center 2/19 6:30 or 7pm - \$500 value
- **Funding Support of \$15,000 for support as follows;**
- \$10,000 sponsorship prize money for the fastest course time Pro Class team to Nome
- \$2500 sponsorship support for the Expedition Class Gold Pan Awards, including City of

Iron Dog, Inc. 7100 Old Seward Highway, Suite C, Anchorage, AK 99518
Phone 907.563.4414 Fax 907.563.4080 www.irondog.org



- Nome seal for plaques
- \$2500 in support for Helmet Safety Program in Nome for youth supporting Iron Dog Race
- Provide full page ad shared with Bering Sea Lions for the official race program and online race guide, MUST BE COMPLETED ON OR BEFORE 12/1 of each contracted year.
- Official Program Ad & Logo forwarded onto our Social Media Infinite Marketing. Please send all files to; jenniferdaux@gmail.com

Iron Dog Race experience the 41st running to the race, growth and awareness are priority while the race resides in the wonderful town of Nome!! The Halfway Banquet Reception, is a huge addition to festivities while the race recognizes Expedition & Pro Class riders for their achievements earned up to the Nome checkpoint.

Iron Dog Race Inc. provides:

- Full page ad shared with the Bering Sea Lions in Race Guide (provided by sponsor) 3500 copies
- Seats for 2 @ Iron Dog Race Sponsor Luncheon Banquet in March, 2025 TBD and finalized.
- 12 mth. Iron Dog Race Landing page sponsor logo link in prominent placement.
- 12 mth. Placement in all Social Media Inclusions, logo listing in the electronic on-line Official Race Guide
- 12 mth. Placement of sponsor logo on recognition print page (Official Race Guide). Approx. 3500 copies
- Social Media tagging with Iron Dog Race post to FB and website completed by Iron Dog Race – approx. 200 annually
- Commercial 15 or 30 sec. spot to be utilized by SAHS Media Team during live stream of start and finish via YouTube platform
- Opportunity to participate in the Iron Dog Race restart on February 20, 2024 and wave the green flag for any of the Pro Class Teams leaving Nome.
- Recognized as a top level sponsor at the Nome Halfway Banquet on 2/19/2025

Agreement Term Date:

- Agreement date begins 7/1/2024 ending 6/30/2026...2 year agreement
- Iron Dog Race Inc. is a 501C3 non-profit organization; 85-2907407

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THIS AGREEMENT IS BINDING UPON THE PARTIES HERETO, AND THEIR RESPECTIVE HEIRS, LEGAL REPRESENTATIVES, SUCCESSORS OR ASSIGNEES. ACCOUNT MAY NOT ASSIGN THIS AGREEMENT WITHOUT PRIOR WRITTEN CONSENT from IRON DOG RACE INC.

THE PARTIES AGREE THAT ANY CLAIMS, SUITS, DEMANDS OR OTHER LEGAL ACTIONS ARISING OUT OF, PERTAINING TO, OR RELATED TO THIS AGREEMENT MUST BE BROUGHT FORTH IN THE SUPERIOR COURT OF ALASKA.

Sponsor: City of Nome

Representative Name & Signature:

Date: _____

Iron Dog Race Executive Director

Mike Vasser Signature:

Date: 9/09/2024 _____

