



# Canal Run Sponsorship Opportunities

Thousands of people flock to the Copper Country each July for one of the U.P.'s premier sporting events and we'd love to welcome you as a 2026 sponsor. This is a chance to get your brand in front of a huge audience of people, support a healthy and family-friendly event that's been a staple in our community for over 50 years, and feel good about being a part of the **Canal Run Gives Back Program** that's raised more than \$30,000 for non-profits in our community. We are proud to announce that the Canal Run Gives Back Program recipient for 2026 is **Hancock Trails Club**.

## Contributing Sponsor

This is your chance to get involved as one of our sponsors for an affordable investment.

### Sponsor Commitment

Donation of goods/services for event — a value of at least **\$250**

### Sponsor Benefits

- Recognition during the award ceremony
- Logo and link provided on the Canal Run website
- Recognition on all printed Canal Run T-shirts (smallest print)
- Space at the award ceremony for a banner

## Supporting Sponsor

Up the game and help us take this event to the next level.

### Sponsor Commitment

Donation of goods/services for event — a value of at least **\$500**

### Sponsor Benefits

All of the Contributing benefits, plus:

- Recognition on all printed Canal Run posters, if committed by **February 15, 2026**
- Recognition on all printed Canal Run T-shirts (3rd largest print)

## Major Sponsor

These sponsors go above and beyond to ensure this race remains one of the best events in the U.P.

### Sponsor Commitment

Donation of goods/services for event — a value of at least **\$1,000**

### Sponsor Benefits

All of the Support/Contributing benefits, plus:

- Recognition on your own feather banner that will be displayed on Quincy Green on Race Weekend
- Recognition on all Canal Run race emails, sent to 2,000+ racers at least 8 times
- Recognition on all printed Canal Run T-shirts (2nd largest print)

## Get Involved — Get Creative

The Canal Run hasn't been successful by doing the same thing as everyone else. We've had chip timing longer than most other regional events have existed, our free high-resolution photo downloads have made the Canal Run a social media darling, and our signature t-shirts are collector's items for thousands of people across the country. With that said, we're always looking for ways to push further, and we'd love to have your help to get that done. You and your company have a chance to become a race name sponsor, offering a scholarship to allow racers free registration or hosting an aid station in your company's name. These are potential opportunities that we'd love to discuss with you to make happen as we prepare for Canal Run 2026.

**Contact Us** Reach out to us in whatever way is easiest for you, and we'll work with you to make a sponsorship plan that works perfectly for your business or organization.