

Yukon Quest

1,000 MILE INTERNATIONAL SLED DOG RACE



2017 Race Start
Saturday February 4th
Whitehorse, Yukon

2017 Sponsorship Opportunities

The Opportunity



YUKON QUEST - QUICK FACTS

In 2017 the Yukon Quest will celebrate its 34th annual race, which is the only international marathon sled dog race in the world. The race runs 1,000 miles through 11 communities in Alaska and Yukon and takes place around-the-clock during 9 to 14 days under extreme winter conditions. The Yukon Quest follows historic Northern travel routes that cross the border between Canada and the US. The Yukon Quest is proud of partnerships in place with six levels of government and six First Nations.

DID YOU KNOW?

We move over 45,000 pounds of dog food and 800 bales of straw. More than 40 vehicles are driven over thousands of miles of winter highways. Sell-out banquets are hosted in Fairbanks, Alaska and Whitehorse, Yukon and more than 200 hotel rooms are secured for the event.

THE 2017 YUKON QUEST TEAM

Race Veterinarians from around the world volunteer their professional time and services to the Yukon Quest Veterinary Care Program. Experienced Race Officials monitor all aspects of the race, while a Logistical team keeps everything running smoothly. Over 1,000 local and international volunteers contribute about 25,000 hours to the Race – everything from painting trail markers, to truck driving, to dog handling!

THE 2017 YUKON QUEST PARTICIPANTS

Veteran and rookie mushers from around the world participate. In recent years teams from Russia, Japan, Jamaica, Belgium, Norway, Sweden, France, UK as well as Canada and the US have competed. The event attracts male and female mushers who historically have ranged in age from 19 to 70. In addition, over 400 canine athletes come to lead their humans across the wilderness.

YUKONQUEST.COM – OFFICIAL WEBSITE

In 2015-16 the Yukon Quest website had near 1.9 million page views with 559,481 visits by 195,619 absolute unique visitors. During the race there were 1.35 million page views. The average time spent on our site is almost 5 minutes!

The Yukon Quest International Sled Dog Race attracts fans and visitors from around the globe. Website visitors world-wide demonstrate the universal appeal of the Yukon Quest with enquiries from United States, Canada, Germany, France, UK, Norway, Sweden, Switzerland, Austria, Japan and Australia.

GLOBAL AUDIENCES

Independent travelers consider visiting between four days and four weeks to experience the excitement and Northern hospitality of the Yukon Quest in person. Travel tours bring guests from North America, Europe and Japan to the North to enjoy the Race and live their dreams. More than 62,000 people regularly follow the Yukon Quest through Facebook, while Twitter has more than 4,100 followers. The top five countries following are US, Canada, France, Germany and the UK.

THE PROFILE OF FANS IS VARIED

Adventure Seekers: As one of the few remaining true sports and set in some of the last pristine wilderness on Earth, the Yukon Quest captivates adventurous spirits and holds them with awe and inspiration.

Dog Lovers: With over 400 elite canine athletes participating, the Yukon Quest is an experience of a lifetime for many dog lovers, who become enthralled with these incredible working marathon athletes.

Northern and History Aficionados: The Far North holds unending magic in the minds of many southerners and the historic traditions of travel by dog team ignite a romantic vision across several consumer demographics.

THE COMMUNITIES OF THE NORTH

Federal, State and Territorial Government partners include: Canadian Rangers/Joint Task Force, Canadian National Defense, US Bureau of Land Management, US National Park Service, Alaska State Parks and Yukon Government.

First Nations partners include: Tr'ondëk Hwëch'in, Selkirk, Little Salmon/Carmacks, Kwanlin Dün and Ta'an Kwäch'än.

Funders and Partners include: City of Fairbanks, Fairbanks North Star Borough, City of Dawson and City of Whitehorse.

Business and Organizational partners include: Northern and Lower 48 partners.

With a trail that covers 1,000 miles between Fairbanks and Whitehorse and travels through 9 other communities, the race has a significant economic impact.

Communities and individuals are engaged and take ownership!

Participating northern communities understand the value of the Yukon Quest and commit to the success of the race. The benefits of being a part of this team are far-reaching!

Communities run checkpoints, provide supplies, make donations, supply much-needed volunteers, house other Yukon Quest family, feed crews and supporters and most of all cheer on the teams.

NORTH MEDIA PARTICIPATION

More than 73 journalists and photographers and four film crews were accredited for the 2016 race with an additional 625 contacts receiving feeds and regular updates from the trail. A total of 185 articles were written/produced about the 2016 race, reaching 170 million people around the world!

CONTACT US

Yukon
EXECUTIVE DIRECTOR
Yukon Quest International Association
#2 – 1109 Front Street, Whitehorse, Yukon
CANADA Y1A 5G4
yukondirector@yukonquest.com
T: 867.668.4711

Alaska
EXECUTIVE DIRECTOR
Yukon Quest International, Ltd.
550 First Avenue, Fairbanks, Alaska
USA 99701
questdirector@mosquionet.com
T: 907.452.7954 | F: 907.452.7959

The Opportunity



Yukon Quest offers sponsorship benefits to suit any business.

Your organization can increase its community profile and advertising exposure while improving sales and customer loyalty.

BE A PART OF OUR WINNING TEAM, BECOME A YUKON QUEST SPONSOR!

LEAD DOG sponsor

\$5,000

BENEFITS & EXPOSURE

- 1/8 page in YQ Race Annual
- Website listing *with logo and link* on sponsor page
- VIP Reception Tickets (2) if held
- Banquet Tickets (2) Fairbanks or Whitehorse
- Opportunity to purchase additional Banquet tickets before they become available to the public
- Listing in YQ Race Annual
- Recognition with logo in YQ e-newsletter
- Standard Chute Banner (3' x 4') positioned at Start and Finish
- Street Banner with your logo (yours to keep after the race)
- Special Edition Yukon Quest poster autographed by all starting mushers
- Option to purchase and design exclusive sponsor pin and merchandise item

SWING DOG sponsor

\$3,000

BENEFITS & EXPOSURE

- Website listing *with link* on sponsor page
- Opportunity to buy Banquet tickets before they become available to the public
- Listing in YQ Race Annual
- Recognition in YQ e-newsletter
- Street Banner with your logo (yours to keep after the race)
- Special Edition Yukon Quest poster autographed by all starting mushers
- Option to purchase and design exclusive sponsor pin and merchandise item

TEAM DOG sponsor

\$1,000

BENEFITS & EXPOSURE

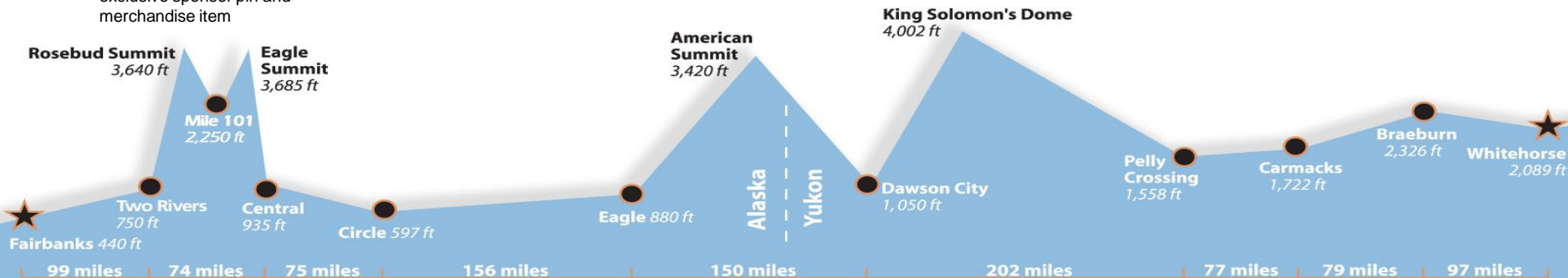
- Website listing on sponsor page
- Listing in YQ Race Annual
- Recognition in YQ e-newsletter
- Street Banner with your business name (yours to keep after the race)
- Special Edition Yukon Quest poster autographed by all starting mushers
- Option to purchase and design exclusive sponsor pin and merchandise item
- Official certificate of appreciation

WHEEL DOG sponsor

\$500

BENEFITS & EXPOSURE

- Website listing on sponsor page
- Listing in YQ Race Annual
- Recognition in YQ e-newsletter
- Special Edition Yukon Quest poster
- Option to purchase and design sponsor pin and merchandise item
- Official certificate of appreciation



The Opportunity



Business Name:

Contact Person:

Mailing Address:

Phone: Fax: Email:

Payment Info:

- Please Invoice
 Cash
 Credit Card (Visa or Mastercard only)

Credit Card Number:

Credit Card Expiration Date:

- Check Check Number _____

Business Owner / Manager Signature

Date

Yukon Quest Signature

Date

Please return completed Business and Payment info to:

Alaska

550 First Avenue, Fairbanks, Alaska 99701

F: (907) 452-7959 | questdirector@mosquitonet.com

Yukon

#2-1109 Front Street, Whitehorse, Yukon Y1A 5G4

P: (867) 668-4711 | yukondirector@yukonquest.com

PLEASE CHECK ONE:

- LEAD DOG SPONSOR – \$5,000**
- 1/8 page in YQ Race Annual
 - Standard Chute Banner (3' x 4') positioned at Start and Finish
 - Street Banner with your logo (yours to keep after the Race)
 - Website listing with logo and link on sponsor page
 - Banquet Tickets (2) Whitehorse or Fairbanks
 - Opportunity to buy Banquet tickets before they become available to public
 - VIP Reception Tickets (2) (if held)
 - Listing in YQ Race Annual
 - Recognition in YQ e-newsletter
 - Special Edition YQ poster, autographed by all starting mushers
 - Option to purchase and design exclusive sponsor pin and merchandise item
- SWING DOG SPONSOR – \$3,000**
- Street Banner with your logo (yours to keep after the Race)
 - Website listing with link on sponsor page
 - Opportunity to buy Banquet tickets before they become available to the public
 - Listing in YQ Race Annual
 - Recognition in YQ e-newsletter
 - Special Edition YQ poster, autographed by all starting mushers
 - Option to purchase and design exclusive sponsor pin and merchandise item
- TEAM DOG SPONSOR – \$1,000**
- Street banner with YQ brand (yours to keep after the race)
 - Website listing on sponsor page
 - Listing in YQ Race Annual
 - Recognition in YQ e-newsletter
 - Special Edition YQ poster, autographed by all starting mushers
 - Option to purchase and design exclusive sponsor pin and merchandise item
 - Official Certificate of Appreciation
- WHEEL DOG SPONSOR – \$500**
- Website listing on sponsor page
 - Listing in YQ Race Annual
 - Recognition in YQ e-newsletter
 - Special Edition YQ poster
 - Option to purchase and design exclusive sponsor pin and merchandise item
 - Official Certificate of Appreciation