



2024 SPONSORSHIP OPPORTUNITIES

The Yukon Quest

Races start Saturday, February 3, 2024
Whitehorse, Yukon, Canada

Who We Are

A non-profit organization based out of Whitehorse, Yukon, that holds annual dog sled races that honor the community, the sport, and the legacy of the Yukon. Our mandate is to advance the sport with integrity while prioritizing the health and safety of all of the human and canine athletes.

Contact



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Support one of the most iconic events in the North

The Yukon Quest follows historic gold rush and mail delivery routes from the turn of the 20th century, traveling through some of the most spectacular geography in the world. Once a travel highway for the Northern Frontier, the trail comes alive each February with the breath of hundreds of sled dogs.

Teams of a musher and their canine athletes race through the pristine Yukon wilderness, battling the elements and challenging themselves to their limits in their quest for glory.



The race highlights the special relationship that exists between mushers and their dogs.

Through race rules and the Vet Program, excellence in dog care is emphasized before, during, and after the event.

Working together, the Yukon Quest is a true test of the capacity of humans and canines, and a tribute to the strength of the ancient bond that unites them.



At the Top of the World in the Yukon Interior, an epic event takes place during the depths of the Arctic winter: the Yukon Quest Sled Dog Race.

OUR HISTORY

Founded in 1984, the race ran annually from Whitehorse to Fairbanks until Covid intervened. Since then, Yukon Quest Canada has run races just within the territory.

OUR STORY

The Yukon Quest began as a single 1,000 mile test of endurance and skill, and following Covid has now split into a multi-race, shorter distance format.

OUR VISION

To create competitive races that let mushers showcase skills, and allow new mushers the chance to build ability and confidence as we move back to long distance races.

OUR VALUES

- Prioritize focus on the mushers and their dogs
- Uphold fiscal responsibility
- Act with honesty and Integrity
- Be transparent

OUR 2024 RACES:

- The YQ100 finishing in Braeburn
- The YQ250 finishing in Pelly Crossing
- The YQ450 finishing in Dawson City

WHY CHOOSE US



We are a non-profit organization committed to the health and safety of both human and canine athletes, and world-class dog care is at the forefront of our mandate. Sponsorship funds go directly back into the races in the form of purses, awards, and set up, and sponsorship support allows us to draw the best competitors and create the most amazing experience for fans.

Yukon Quest sponsorship means



Supporting our dog care philosophy

Dog welfare is at the forefront of our efforts as we strive to ensure the health and safety of our canine athletes, and to lead by example to progressively advance dog health in our sport.

Vets come from around the world to volunteer for the Yukon Quest, where they are present through the entire race to monitor the health and welfare of the dogs, advise mushers in caring for the dogs' medical needs, and providing medical treatment where needed.

Communities throughout the Yukon benefit greatly from the Yukon Quest and provide incredible support to help us put on these races. Tourism and media attention bring revenue to the communities and the Yukon, and help increase exposure for our brand and the brands of our sponsors. Supporting the race allows us to bring needed supplies to different areas of the trail, and helps volunteers from the communities to run checkpoints and assist officials to ensure the safest and most competitive races possible.



Supporting our local communities



Connecting with our global audience

The Yukon Quest promotes vigorously and runs a full media team during the races. With over 100,000 followers across all social media platforms and through partnerships with local and national media organizations, we are able to connect with an audience across our region, our country, and around the world. We partner with similar organizations in Europe and Australia to share promotions, and when combined with our international social media following, have the audience to reach every part of the world.



Where sponsorship contributions go

Sponsors partner with us in the form of monetary contributions and/or In-Kind donations. This generous support enables us to:

- increase monetary prize pools for competing teams
- provide awards and gifts to entrants and winners
- provide technical and logistical support to teams, officials, veterinarians, and volunteers
- support checkpoints with necessary supplies
- provide resources to communities along the trail
- provide resources to further our world-class veterinarian care and the health and safety of our teams

Administration costs for the Yukon Quest International Association (Canada) are funded entirely through partnership with the Yukon Government.

Our 2024 sponsorship levels:

Principal Sponsor

Our premier sponsorship level. Inextricably link your brand with the Yukon Quest. Full branding and advertising with your company name alongside the Yukon Quest.

\$50,000

Veterinarian Care Package Sponsor

Support our total veterinarian care package, and link your brand with progressive sport science and world-class dog care.

\$30,000

Major Sponsor

Full support of the Yukon Quest, with your organization prominently featured in every aspect of the race from start to finish

\$25,000

Race Tracking Sponsor

Official sponsor of the race trackers and live updates for the race

\$20,000

Checkpoint Sponsor

Officially linked with a checkpoint along the trail, and the community that supports it

\$10,000

Official Sponsor

High level contributor, recognized prominently for significant commitment to the success of the Yukon Quest

\$10,000

Team Dog Sponsorships

Generous contributions to support logistics and resources, ranging from Lead Dog Sponsor (\$5000) to Wheel Dog Sponsor(\$1000)

\$5,000-\$1000

Bib Sponsor

Monetary contribution with company name on a musher bib; range varies by race type

\$750-\$500-\$250

The beginnings of a partnership

Sponsors play a vital role in the continuing success of the annual running of the Yukon Quest Sled Dog Races. Whether you're looking to partner for the 2024 Yukon Quest races now and into the future, or grow upon the existing well-established relationship with us, we'll work together toward sponsorship benefits that suit your business and meet our common values for the sport.

We are always available and open to feedback and suggestions on ways we can improve, or innovative changes we can make to advance your brand.



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