POINT TO LA POINTE
2.1 MILE OPEN WATER SWIM

2027 SPONSORSHIP FORM

The sponsorship deadline is May 1 to ensure inclusion in marketing materials, apparel and swimming entry (where applicable).

Checks can be made out and mailed to: **Recreation and Fitness Resources (RFR)**
PO Box 1146, Bayfield, WI 54814

Organization Name Contact _____ Person in Organization _____

Address _____ City _____ State _____ Zip Code _____

Phone Number _____ Email Address _____

My business would like to be a sponsor:

☐ Superior Sponsor ☐ Gold Sponsor ☐ Bronze Sponsor
☐ Platinum Sponsor ☐ Silver Sponsor

Please email p2lp@bayfieldrec.org your businesses logo in the following formats:

☐ Black & white vector file and color vector file such as .eps or .ai, and
☐ High resolution color file with a transparent background, such as png.

BRONZE & SILVER
T-SHIRT

☐Small ☐ Medium ☐ Large ☐ XL ☐ XXL

GOLD, PLATINUM, SUPERIOR*
Hoodie

☐ Small ☐ Medium ☐ Large ☐XL ☐ XXL

Platinum & Superior Sponsors – would you like to have a customized on-site presence?

☐ Yes, please contact me.

*Gold, Platinum & Superior Cash Sponsors, are you planning on entering a swimmer in the race?
☐ Yes ☐ No (You will receive a code for your participant(s) to enter the race*.)

(We must receive this form by May 1, 2027, to guarantee a spot in the 2027 Point to La Pointe.)

Sponsorship Levels

Superior $5,000+

Platinum $2,500 -$4,999

Gold $1,000 - $2,499

Silver $500-$999

Bronze $250-$499

All Sponsorships Include:

- Sponsor Sign for storefront (if applicable)
- Logo on 13x19 thank you signs at Registration, Start, Finish, and Award Ceremony
- Verbal recognition at Registration, Start, Finish, and Award Ceremony
- Name listed on group 11x17 sign at finish line

	Bronze	Silver	Gold	Platinum	Superior
• **Name** listed on 650 Swimmer Hoodies, Volunteer T-Shirts, & Event website	✓				
• **Logo** on 670 Swimmer Hoodies, Volunteer T-Shirts, & Event website		✓	✓	✓	✓
• Your promotional materials included in swimmer packets		✓	✓	✓	✓
• Personalized Facebook post(s) thanking & highlighting your business	1	1	1	3*	4*
• Highlight in local chamber blast			✓	✓	✓
• Individual yard sign with your logo at finish line			✓	✓	✓
• Event T-Shirt	✓	✓			
• Event Hoodie			✓	✓	✓
• Entries into the 2027 P2LP**			1	2	4
• Key Sponsor banner with your name displayed year round at the Rec Center				✓	✓
• Customized sponsorship opportunities				✓	✓
• On-site presence at registration			✓	✓	✓

*Must sign up before May 1st, 2027

Your **cash sponsorship guarantees a swimmer spot, provided it is received in our office by May 1, 2027.

"I've sponsored the P2LP race for the past three years and the weekend of the race has become my biggest of the year - nearly as big as AppleFest. It's a smart way to engage with 2,000+ enthusiastic, upbeat, motivated swimmers plus their supporters. "

Julie Buckles, Owner,
Honest Dog Books

Sponsoring the P2LP offers you a highly visible and impactful opportunity to showcase your company and products to more than 1,800 engaged participants, volunteers and supporters.

For more information on how to get a customized presence at the Point to La Pointe, please contact Race Director, Ursula Garrison at p2lp@bayfieldrec.org

bayfieldrec.org/point-to-la-pointe.html

The Bayfield Rec Center

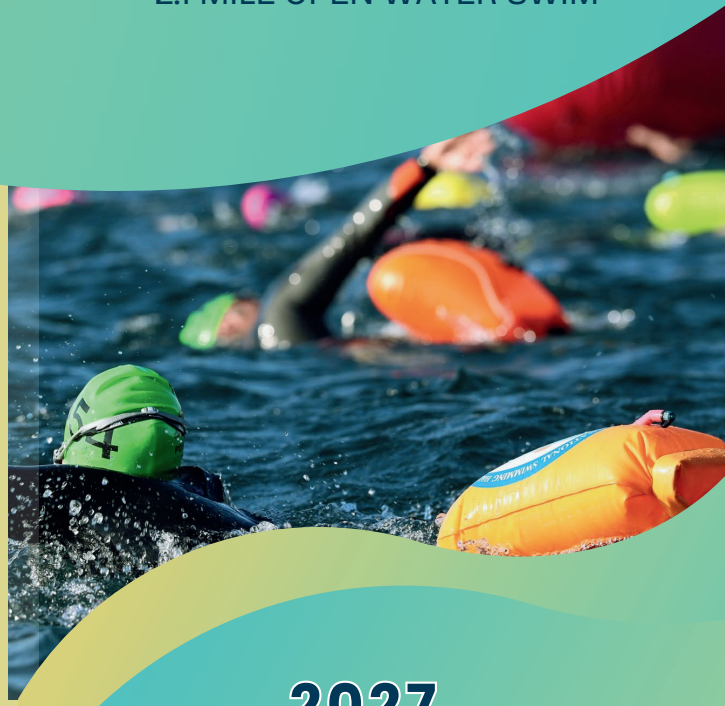
Provides affordable access to facilities, programs, classes, and events that promote health, activity, and fun. We believe when individuals and families are healthy and active, our community is healthy and active.

We serve everyone from children to seniors to families and we work hard to break down barriers with affordable costs and our Financial Assistance Program.

In this rural and economically-challenged area, your support of the Point to La Pointe helps us provide accessible options for people to restore their health, improve their well-being, and connect with the beauty of the Bayfield area.

POINT TO LA POINTE

2.1 MILE OPEN WATER SWIM



2027 SPONSORSHIP OPPORTUNITIES

Bayfield Rec Center
140 S. Broad St., # 1146
Bayfield, WI 54814

715.779.5408