



SPONSORSHIP OPPORTUNITIES

MARCH 23-25, 2017





Photo: Evelyn Pollock



Photo: Alastair Maitland

OUR AUDIENCE IS WIDE AND VARIED

Our event appeals to Yukoners and guests from around the world. Percy fans follow the race from start to finish - sharing the dogs' excitement in the starting chute, following their progress on our website and social media network, and celebrating their arrival back in Dawson.



Photo: Evelyn Pollock



Photo: Alastair Maitland



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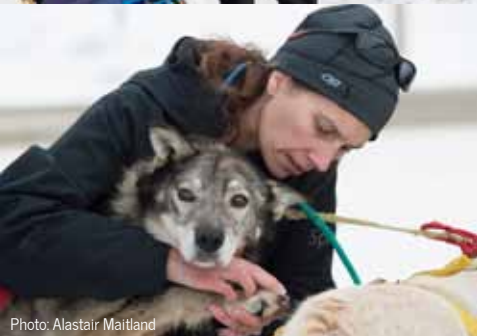


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2017 SPONSORSHIP PACKAGES

LEAD DOG SPONSOR: \$3,000+

Standard chute banner displayed at race start

Logo & link on Percy home & sponsor web page, plus rotating sponsor display
4 banquet tickets

Poster with name and logo displayed at banquet and checkpoint

Name on a musher's start and finish bib

Acknowledgement of support in all Percy advertising

2017 Percy DeWolfe poster

SWING DOG SPONSOR: \$1,000+

Logo & link on Percy home & sponsor web page, plus rotating sponsor display
2 banquet tickets

Poster with name and logo displayed at banquet and checkpoint

Name on a musher's start and finish bib

2017 Percy DeWolfe poster

WHEEL DOG SPONSOR: \$500+

Website listing with logo on sponsor page

Poster with name and logo displayed at banquet and checkpoint

Name on a musher's start and finish bib

2017 Percy DeWolfe poster

TEAM DOG ENHANCED: \$200

Name on a Musher's start and finish bib

2017 Percy DeWolfe poster

Listing as sponsor on Percy website

Poster with name at banquet and check point

TEAM DOG: \$100

Name displayed on Musher's start and finish bib

Poster with name at banquet and check point

2017 Percy DeWolfe poster

OUR COMMUNITY

The Percy DeWolfe Memorial Mail Race has been running annually since 1977. The race is put on by a non-profit organization that relies on fund raising, sponsorships and the energetic participation of a large group of volunteers.

For more information about the Percy De Wolfe Committee and our Memorial Mail Race check out our website at www.thepercy.com.

INCREASE YOUR COMMUNITY PROFILE AND CELEBRATE OUR HERITAGE

THE RACE

The Percy DeWolfe Memorial Mail Race, also known as 'The Percy', is a 210 mile international dog sled race, running from Dawson City, Yukon to Eagle, Alaska and return.

The race follows the Yukon River along the historic mail route of legendary mail carrier Percy DeWolfe. The leaders normally run the race in about 24 hours, excluding a mandatory 8 hours of rest in Eagle.

In recent years, the Percy DeWolfe Memorial Mail Race Committee has expanded the Percy event to include the Percy Junior (100 mile race to Forty Mile return) and the Percy Skijor (100 mile race to Forty Mile return).

TO ARRANGE YOUR SPONSORSHIP:

**CONTACT OUR EVENT COORDINATOR
BY EMAIL AT [INFO@THEPERCY.COM](mailto:info@thepercy.com)**



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