



# 2017 Event Fact Sheet

Saturday, July 8, 2017

## ABOUT THE PLUMMER HOME

Young people who leave the foster care or juvenile justice system without safe, stable & permanent family connections face grim outcomes, including high rates of homelessness, unemployment, early parenting and lack of education. Plummer is changing that by deeply and effectively engaging families for each young person we serve while building their skills and community connections, and by sharing our knowledge with others.

[www.plummerhome.org](http://www.plummerhome.org)



The 4th Annual Paddle for Plummer will be the biggest and best yet! Join us for an incredible summer day at the beach full of energy, stoke, fun and fitness for a fantastic cause! Drawing hundreds of water sport enthusiasts, spin-bikers, bean baggers, yoga-lovers, volunteers, families, spectators, vendors, music, raffles, food and fun this is the summer community event not to be missed!

<b>DATE:</b>	Saturday, July 8, 2017
<b>WHAT:</b>	Stand Up Paddleboarding for all levels, SUP Yoga, spin biking, a bean bag tournament, food, music, fantastic prizes and fun for all ages!
<b>TIME:</b>	All events start in the AM
<b>LOCATION:</b>	Plummer Home, 37 Winter Island Rd, Salem, MA
<b>AUDIENCE:</b>	Hundreds of fitness enthusiasts and summer fun event lovers with a passion for making a difference. All ages; primarily 20–50 years old.

## CONTACT

### Leanne Schild

Events Manager  
978-744-1099 x. 103  
lschild@plummerhome.org

### Leah Goodman

Race Director  
supeastcoaststyle@gmail.com

## PAYMENT METHOD

Please send sponsorship checks to:  
Plummer Home  
37 Winter Island Road  
Salem, MA 01970  
or pay online at [plummerhome.org](http://plummerhome.org)

## MEDIA AND EXPOSURE

- ◆ 95% of participants surveyed said they visited vendor vendors and sampled or purchased products
- ◆ The Paddle for Plummer Facebook page reached 17,542 in July alone, engaging over 32,311 people primarily around the North Shore
- ◆ Broadcast 10+ times on North Shore 104.9 publicized in print and online in *Salem News* and multiple other sources
- ◆ Featured in *Distressed Mullet* (a SUP paddle magazine) online and in print

## SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are available and can be customized. Sponsor a team, individuals, or get your employees out on the water for a great day of fun for a fantastic cause. Looking for more exposure? Paddle for Plummer is proud to be a part of the New England Summah Race Series. Ask us how to sponsor the series!

See the following page for details.



# 2017 Sponsor Benefits

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Let us help meet your marketing objectives and gain better access to consumers in the lucrative New England SUP, water sports, yoga and fitness markets.



Benefit Description	Champion \$5,000	Pro \$2,500	Elite \$1000	SUP Star \$500	Plummer Home Friend \$250
Social media recognition	◆	◆	◆	◆	◆
Vendor space	◆	◆	◆	◆	◆
Product placement in swag bags	◆	◆	◆	◆	◆
DJ recognition on event day	◆	◆	◆	◆	◆
Name on website, t-shirts and signs				◆	
Logo on website, t-shirts and banners	◆	◆	◆		
Vendor tent, tables & chairs provided	◆	◆	◆		
2 free SUP clinic lessons			◆		
2 free Fun Paddle entries			◆		
4 free SUP clinic lessons	◆	◆			
4 free Fun Paddle entries	◆	◆			
Logo on large street banners around the North Shore	◆	◆			
A set of bean bag boards with logo	◆				
Custom day of service or education opportunity offered by Plummer Home for your employees	◆				
Logo on posters hung all over North Shore	◆				
Name mentioned in radio ads	◆				