

# Witch Paddle

## MEDIA KIT



## WHO WE ARE

What started as an outing with a few friends in 2021 has grown into an annual event of epic proportions.

Witch Paddle is an extraordinary experience as brave participants gather, dressed in enchanting witch costumes, and embark on a paddle boarding journey amidst the unpredictable elements of Colorado in October.



**12,000+**

WEBSITE VIEWS

**900+**

E-MAIL SUBSCRIBERS

**40+**

COUNTRIES REACHED

# FEATURED

WITCH PADDLE HAS HAD THE PRIVILEGE OF BEING SHOWCASED IN THE FOLLOWING:

- ▶ The New York Times
- ▶ Denver 7
- ▶ Out There Colorado
- ▶ The Denver Post
- ▶ The Gazette

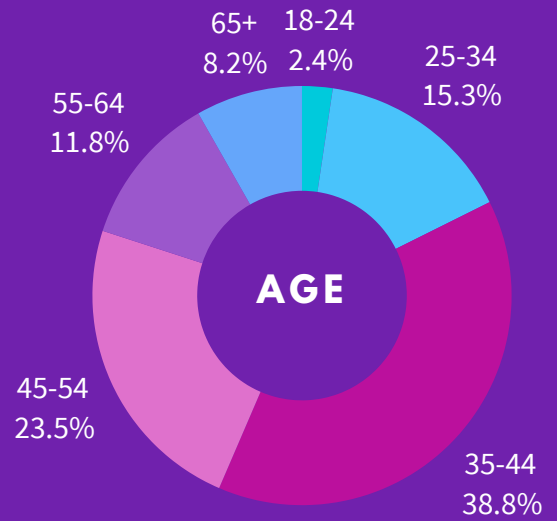
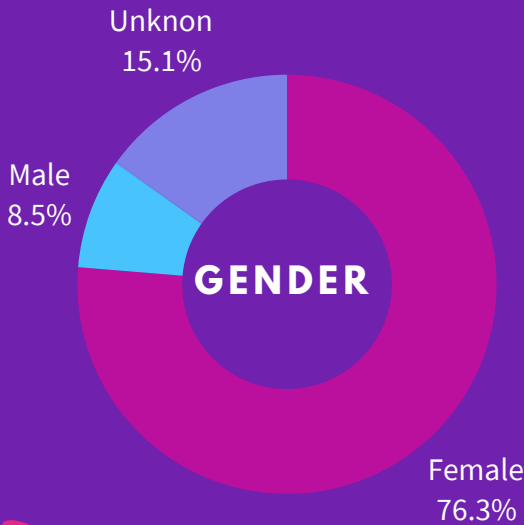
# OVER 500

OVER 500 PARTICIPANTS AND SPECTATORS ATTEND, WITH ROOM TO GROW

## 65%

EMAIL OPEN RATE OF OVER 65% WITH PRIORITY EMAILS IN THE 85% RANGE

## DEMOGRAPHICS



**Witch Paddle attracts a highly lucrative demographic comprising predominantly financially independent women aged 35-54, who represent a robust buying power.**

Third year in a row & another amazing event! Very well coordinated. The vibe was perfect. I'm already preparing for next year! - Helena

Such a fun time. Great people and a good reason to dress up and be on the water. I look forward to it every year! - Erin

Amazing event! So fun and great swag. Well organized with safety being a priority! - DeeDee



[www.fb.com/witchpaddle](http://www.fb.com/witchpaddle)  
800+ followers



@witchpaddle  
130 followers



[www.witchpaddle.com](http://www.witchpaddle.com)  
12k annual visits



### Witch Paddle Sponsorship Information

We are writing to request your support and sponsorship for the upcoming 2024 Witch Paddle event. As passionate paddle boarders and enthusiasts of all things witchy, we started Witch Paddle as an impromptu gathering on Facebook in 2021.

The overwhelming response from the community inspired us to transform it into an annual tradition.

Our dedication paid off, and the 2022 and 2023 Witch Paddle events attracted 400 enthusiastic participants and spectators. Due to the high demand, we had to turn away many interested individuals. Building upon this success, we are once again expecting a sellout crowd of 400 attendees in 2024.

By becoming a sponsor of the 2024 Witch Paddle, your company will gain valuable marketing exposure and visibility at the event. We are pleased to offer all attendees a high-end reusable grocery tote, providing you with an opportunity to showcase your support for paddle boarding, outdoor recreation, and engage with people across the state. The sponsorship funds we raise will be used for essential event supplies such as fencing, event insurance, EMS staff, Park Rangers on the water, Port-o-Potties, trash management, safety tracking on and off the water, and the associated labor costs.

As a sponsor, your company will receive the following benefits:

1. Company name and logo to appear on all advertising flyers leading up to the event.
2. Company name and logo to appear on Social Media Pages and the official Witch Paddle webpage.
3. Inclusion of your company's logo in the event booklet.

Moreover, depending on the sponsorship level, additional advantages include:

<p><u>Selenite \$1000</u></p> <ul style="list-style-type: none"> <li>• Includes Full Page ad (3" w x 8" h) in the Event Booklet</li> <li>• Opportunity for promotional materials to be distributed at the event in the giveaway bag.</li> <li>• Logo Placement on giveaway bag</li> <li>• Includes Booth Space on site</li> <li>• Logo on a banner lining the beach ensures maximum visibility</li> <li>• Custom E-Blast</li> <li>• Custom Social Media Post</li> </ul>	<p><u>Tourmaline \$700</u></p> <ul style="list-style-type: none"> <li>• ½ page ad (3" w x 4" h) in the Event Booklet</li> <li>• Opportunity for promotional materials to be distributed at the event in the giveaway bag.</li> <li>• Logo Placement on giveaway bag</li> <li>• Logo on a banner lining the beach ensures maximum visibility</li> <li>• Custom Social Media Post</li> </ul>
<p><u>Fluorite \$400</u></p> <ul style="list-style-type: none"> <li>• ½ page ad (3.5" w x 4" h) in the Event Booklet</li> <li>• Logo on a banner lining the beach ensures maximum visibility</li> <li>• Custom Social Media Post</li> </ul>	<p><u>Quartz \$100</u></p> <ul style="list-style-type: none"> <li>• ¼ page ad (3.5" w x 2" h) in the Event Booklet</li> </ul>

To inquire about sponsorship or to secure your spot, please email [diane@witchpaddle.com](mailto:diane@witchpaddle.com)

Your support for Witch Paddle is invaluable in allowing this broad-reaching event to grow and flourish for all participants. We genuinely appreciate your consideration and assistance in making this year's Witch Paddle an even greater success. Thank you for your generous support.

Sincerely,

Anna Marie Madai  
Founder, Owner  
Witch Paddle, LLC

Diane Shideler  
Sponsor & Vendor Coordinator  
Witch Paddle, LLC