

Witch Paddle 2026

presented by

Sacred Sisterhood Collective



An annual gathering of 400+ women raising funds to uplift women and children.

AN EXPERIENCE WITH PURPOSE

Now entering its fifth year, Witch Paddle has become one of Colorado's most anticipated fall gatherings, bringing hundreds of paddleboarders, kayakers, spectators, and local vendors together to celebrate connection, community, and giving back...and of course spooky season!

What began as a spontaneous gathering of 80 witches on the water has grown into a sold-out festival of over 400 participants, creating a powerful and joyful community experience each October.

Witch Paddle is the signature fundraising event for the Sacred Sisterhood Collective, a registered 501(c)(3) nonprofit organization devoted to creating safe spaces for women and children to heal, grow, and reconnect through community, education, and holistic experiences.

All sponsorship contributions are made to the Sacred Sisterhood Collective, allowing us to expand our charitable impact while ensuring the continued growth of Witch Paddle as a community event.

Through the Collective, proceeds support organizations that protect and uplift women and children, including Thorn, Comfort Cases, and OUR Rescue, while also reinvesting locally through empowerment initiatives, community programming, and wellness experiences.

When businesses partner with Witch Paddle, they are not simply sponsoring an event, they are helping create tangible impact for women, children, and families while gaining visibility through one of Colorado's most unique and beloved community festivals.

AUDIENCE & MEDIA REACH

Demographics

- 91% female
- Core ages 40–69
- High purchasing power
- Primarily Colorado, national draw

Reach

- 15K Instagram followers
- 2K+ email subscribers
- 12K new followers gained in 4 days (2024)
- NYT, 5280, 9News coverage

12K+

WEBSITE VIEWS

2K+

E-MAIL SUBSCRIBERS

15K+

INSTAGRAM

40+

COUNTRIES REACHED



www.fb.com/witchpaddle
1.3k followers



[@witchpaddle](https://www.instagram.com/witchpaddle)
15k followers



www.witchpaddle.com
12k annual visits

AUDIENCE & MEDIA REACH

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

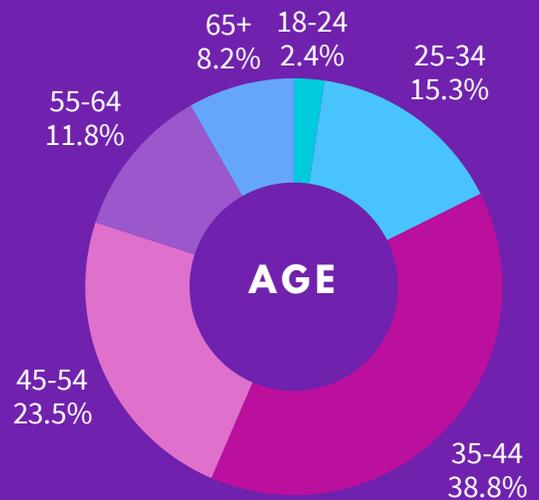
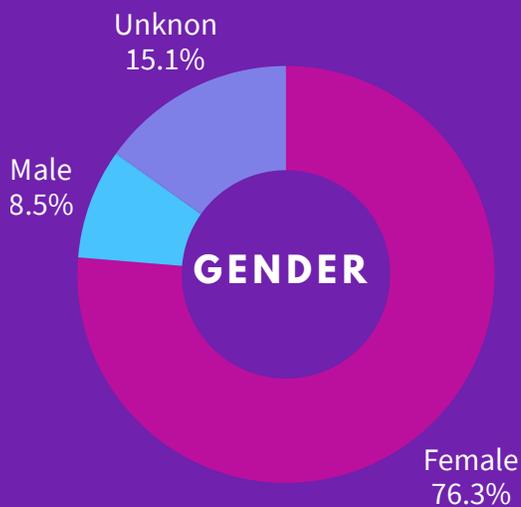
OVER 500

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.

EVENT OVERVIEW



Overview

- Saturday, October 17, 2026
- Chatfield State Park Swim Beach
- Registration opens at 7am
 - Launch at 9am
- 30+ vendors (application-based)
- Music, DJ, contests
- Group Launch visual moment

What Makes Witch Paddle Unique

- Visually viral
- Intergenerational female audience & participants
- Highly shareable content
- Intimate but high-impact

EVENT SCHEDULE

Event day is on Saturday, October 17, 2025, with vendor setup beginning at 6:00 AM (this has been referred to as extreme eventing as vendors set up in the dark with headlamps), registration opening at 7am, and group paddle launch at 9:00 AM. The festival runs until 1:00 PM, featuring music, food trucks, costume contests, vendors, and community celebration along the beach.



October 17, 2026



7:00 AM - 1:00 PM - Launch at 9:00 AM



Chatfield State Park - Swim Beach



Sample of Previous Vendors/Sponsors

- AK Apothakary
- Candy's Creepy Cribs
- Lily's Cocina
- Quantum Fiber
- Pine Melon
- Echo Mountain
- VIXENFringe
- Greenman Gifts
- YogaSix
- Daniel Reneau Illustration
- GimmiGimmi
- Hala
- Chakra Healing Jewelry
- The Unspilt
- Paddle Logger

PARTNERSHIP BENEFITS

On-Site Visibility

- Logo on fencing banners (8–30 placements)
- Vendor space (select tiers)
- DJ acknowledgments
- Product sampling

Digital Exposure

- Website feature
- Email newsletter inclusion
- Social media spotlights
- Event photo branding

Community Alignment

- Align with women-led empowerment event
- Support charitable causes
- Positive brand association

Sacred Sisterhood Collective is a women-led registered 501(c)(3) nonprofit organization. Witch Paddle is a growing annual tradition with a very strong retention. We continue to get media growth and coverage every year.

We are committed to continue that growth into giving back, not only to the community, but to organizations that truly are making a difference in the lives of children.

SPONSORSHIP OPPORTUNITIES

Cauldron Sponsor --- \$250

- Logo in Event Book
- Logo on Website Footer
- Logo on Social Media post acknowledging sponsors
- DJ Shoutouts throughout the event

Moon Sponsor --- \$500

- All Cauldron Benefits
- Logo on Barricade Banners
- Logo in event book
- Complementary Registration x 1

Crystal Sponsor --- \$1,000

- All Moon Benefits
- Provide inserts or samples for goodie bags
- ½ Page Ad in Event Book
 - (3" w x 4" h)
- Custom Social Media Post
- Complementary Registration x 2
- Hyperlinked Logo on Website Footer

Charm Sponsor --- \$2,500

- All Crystal Benefits
- Full Page Ad in Event Book
 - (3" w x 8" h)
- Custom E-Blast
- Complementary Registration x 3
- Booth Presence

SPONSORSHIP OPPORTUNITIES

Grimoire Package --- **\$5,000**

- All Charm Benefits
- 2 Individual Barricade Banners
- Premium Booth Placement
- Complementary Registration x 4
- Featured sponsor spotlight video on Social Media

Bag Sponsor --- **\$7,000**

Limited to 1 Sponsor

- All Grimoire Benefits
- 4 Individual Barricade Banners
- Complementary Registration x 5
- Exclusive logo placement on all participant bags

Apparel Sponsor --- **\$10,000+**

Limited to 1 Sponsor

- All Grimoire Benefits
- 4 Individual Barricade Banners
- Complementary Registration x 6
- Exclusive logo placement on official Witch Paddle participant shirts and hoodies

SPONSORSHIP OPPORTUNITIES

In-Kind Donations **valued at \$250 or greater**

- Rental Services
 - Lighting
 - Fencing
- EMS Volunteer Personnel
- Raffle Merchandise
- Goodies for volunteer training
- Prizes for Costume Contests
 - Merchandise
 - Services
 - Goodies
- Event day meals for volunteers and staff
- Photography & Video Services

Businesses may support Sacred Sisterhood Collective by donating items such as:

- gift baskets
- services or experiences
- merchandise
- gift cards

These items may be used for raffles, auctions, or other fundraising opportunities throughout the year.

In exchange for in-kind donations your company will receive:

- Logo in Event Book
- Logo on Website Footer
- Logo on Social Media post acknowledging sponsors
- DJ Shoutouts throughout the event

PRIZES & GIVE AWAYS

Costume Contests

- **Most Magical**
 - classic witch energy, enchanting details, big impact
- **Most Creative**
 - unexpected spins, clever concepts, or unusual materials
- **Best Group/Pair**
 - coordinated costumes with friends/family
- **Spookiest Witch**
 - eerie, gothic, or haunting vibes
- **Crowd Favorite**
 - chosen by applause/cheer from the audience

Volunteer Giveaways

These types of events would not be possible without the team of 30-50 volunteers to run registration, vendor coordination, and event logistics! We will be doing a volunteer training luncheon the week before the event to help train them, meet the race crew, and answer any questions they may have. We will do a raffle to give away various sponsor products, swag, and goodies to the volunteers as an extra thank you.

Sponsors may contribute volunteer giveaway items or sponsor the volunteer training luncheon.

CREATING WAVES OF IMPACT

It takes nearly \$50,000 each year to bring Witch Paddle to life. From permits and safety teams to photography, goodie bags, and technology systems, this event is professionally produced to ensure a safe, magical, and meaningful experience.

Our 2026 goal is to raise \$65,000, covering production costs while directing \$15,000+ in charitable donations through the Sacred Sisterhood Collective.

Event Infrastructure

- Permits, park fees, ranger staffing, fencing, EMS, insurance, sanitation
- \$13,000–\$15,000

Experience & Production

- DJ, photography, shirts, participant bags, gifts, signage
- \$18,000–\$20,000

Technology & Systems

- Tracking platform, website, email systems, registration management
- \$6,000–\$7,000

Operations & Coordination

- Event production, logistics, vendor and volunteer management
- \$5,000–\$8,000

Charitable Giving Goal

- \$15,000+ directed to beneficiary partners

WHY WE HOST WITCH PADDLE

The Movement

What started as a playful Halloween paddle has grown into a movement.

Witch Paddle was born from the belief that when women rise together, entire communities are lifted. What started as a playful Halloween paddleboarding event has transformed into a powerful annual gathering that celebrates empowerment, connection, and giving back.

This fundraiser is the cornerstone event for Sacred Sisterhood Collective and will help pave the way to make true change for women and children to flourish.

The Impact

- Raise \$15,000+ annually for beneficiaries
- Support Thorn, Comfort Cases, OUR Rescue, and local charities
- Build intergenerational female community
- Keep participation accessible
- Expand community programs and events supporting women and children



JOIN THE MAGIC OF WITCH PADDLE

Sponsorship Application:
<https://witchpaddle.com/sponsor>



www.sacredsisterhoodcollective.org
www.witchpaddle.com



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