

2026 Sponsorship Proposal

Witch Paddle

presented by

Sacred Sisterhood Collective



An annual gathering of 400+ participants raising funds to support child safety, women, and families.

Sacred Sisterhood Collective Inc. | Registered 501(c)(3) Nonprofit | EIN: 41-2810479

WHY PARTNER WITH WITCH PADDLE?

By sponsoring Witch Paddle, your business receives direct visibility with a highly engaged, primarily female Colorado audience while helping fund child-safety partners and Sacred Sisterhood Collective's community programs for women, children, and families.

Visibility

Put your brand in front of participants, spectators, vendors, volunteers, and online followers through on-site signage, event book placement, email recognition, social media features, and event acknowledgments.

Community Alignment

Align your brand with a joyful, women-led Colorado tradition rooted in connection, giving back, child safety, family wellness, and community care.

Tangible Impact

Your sponsorship helps cover safe event production, keeps participation accessible, increases charitable giving, and helps launch Sacred Sisterhood Collective's first local programs for women, children, and families.



Now entering its fifth year, Witch Paddle has grown from 80 witches on the water into a sold-out annual gathering of 400+ participants, making it one of Colorado's most unique fall community events.

AUDIENCE & MEDIA REACH

500+

TOTAL ATTENDEES

15K+

INSTAGRAM FOLLOWERS

3K+

EMAIL SUBSCRIBERS

65%

EMAIL OPEN RATE



Audience Snapshot

- 76% female
- Primary Age Range 35-54
- Primarily Colorado-based
- Participants from 27 States
- Strong purchasing power

Featured In

- The New York Times
- Denver 7
- Out There Colorado
- The Denver Post
- The Gazette
- 9News

Witch Paddle attracts a highly engaged, primarily female audience with strong purchasing power.

EVENT OVERVIEW



Event at a Glance

- Saturday, October 17, 2026
- Chatfield State Park Swim Beach
- 7:00 AM-1:00 PM
- Registration & vendor market open at 7:00 AM
- Group paddleboard launch at 9:00 AM
- Costume contests at 11:30 AM

What Sponsors Tap Into

- A visually unforgettable event
- A highly engaged female audience
- A growing Colorado community tradition
- Shareable content before, during, and after the event

2026 IMPACT GOAL

Witch Paddle is more than a one-day event. Sponsorship helps cover the real costs of producing a safe, high-quality community gathering while increasing the funds available for child-safety partners and Sacred Sisterhood Collective's emerging programs for women, children, and families.

\$65,000+

2026 FUNDRAISING
GOAL

\$50,000

APPROXIMATE EVENT
PRODUCTION COST

\$15,000+

CHARITABLE GIVING
& PROGRAM SEED-
FUNDING GOAL



What Sponsorship Helps Fund

- Permits, park fees, safety teams, fencing, insurance, and sanitation
- DJ, photography, participant bags, gifts, shirts, signage, and event experience
- Website, registration, email, and event technology
- Event production, vendor coordination, and volunteer management

What Impact It Creates

- Support for child-safety and family-wellness partners
- Accessible participation for a growing women-led community event
- Seed funding for Sacred Sisterhood Collective's first local programs
- Continued growth of Witch Paddle as a purpose-driven Colorado tradition

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 community event
- Support charitable causes
- Positive brand association

Sacred Sisterhood Collective Inc. is a registered 501(c)(3) nonprofit organization.

Sponsorships and donations may be tax-deductible to the extent allowed by law. Please consult your tax advisor.



SPONSORSHIP AT A GLANCE

	\$250	\$500	\$1,000	\$2,500	\$5,000	\$7,000 BAGS	\$10,000 APPAREL
WEBSITE RECOGNITION	Yes	Yes	Linked	Linked	Linked	Linked	Linked
SOCIAL MEDIA MENTION	Group	Group	Custom Post	Custom Post	Spotlight Video	Spotlight Video	Spotlight Video
EVENT BOOK PLACEMENT	Logo	Logo	1/2 Page	Full Page	Full Page	Full Page	Full Page
ON-SITE BANNERS	No	Shared	Shared	Shared	2 Individual	4 Individual	4 Individual
BOOTH SPACE	No	No	Yes	Yes	Premium	Premium	Premium
COMPLIMENTARY REGISTRATIONS	0	1	2	3	4	5	6
EXCLUSIVE FEATURE	No	No	No	No	No	Bags	Apparel

SPONSORSHIP OPPORTUNITIES

Cauldron Sponsor **\$250**

- Logo in Event Book
- Logo on Website Footer
- Logo/name included in group sponsor social post
- DJ Shoutouts throughout the event

Moon Sponsor **\$500**

- All Cauldron Benefits
- Logo on Barricade Banners
- Logo in event book
- 1 complimentary registration

Crystal Sponsor **\$1,000**

- All Moon Benefits
- Option to provide inserts or samples for participant bags
- ½ Page Ad in Event Book
 - (3" w x 4" h)
- Custom Social Media Post
- 2 complimentary registrations
- Hyperlinked Logo on Website Footer

Charm Sponsor **\$2,500**

- All Crystal Benefits
- Full Page Ad in Event Book
 - (3" w x 8" h)
- 3 complimentary registrations
- Booth Presence
- Custom sponsor feature in email newsletter

Grimoire Package **\$5,000**

- All Charm Benefits
- 2 individual barricade banners, in addition to shared sponsor banner placement
- 4 complimentary registrations
- Featured sponsor spotlight video on social media
- Premium Booth Placement

PREMIUM SPONSORSHIPS

Bag Sponsor

\$7,000

Limited to 1 Sponsor

- All Grimoire Benefits
- 4 individual barricade banners, in addition to shared sponsor banner placement
- 5 complimentary registrations
- First right of refusal for 2027 Bag Sponsor
- Exclusive logo placement on participant bags
- Option to include one sponsor item or insert in every bag
- Recognition at participant bag pickup

Apparel Sponsor

\$10,000+

Limited to 1 Sponsor

- All Grimoire Benefits
- 4 individual barricade banners, in addition to shared sponsor banner placement
- 6 complimentary registrations
- Presenting recognition in apparel announcement posts
- Premium logo placement on official event apparel
- Logo included in participant apparel reveal email
- First right of refusal for 2027 Apparel Sponsor
- Recognition as exclusive Apparel Sponsor in event book and social media posts

IN-KIND DONATIONS & EVENT SUPPORT

For businesses that want to support Witch Paddle through products, services, meals, prizes, or event-day needs.

In-Kind Donations

In-kind donations valued at \$250 or more receive:

- Logo in event book
- Logo on website footer
- Inclusion in group sponsor social post
- DJ shoutouts throughout the event

Examples of In-Kind Support (additional ideas welcome)

- Rental services: lighting, fencing, tents, tables, or equipment
- On-site safety or medical support
- Photography or video services
- Event-day meals for volunteers and staff
- Costume contest prizes
- Volunteer giveaway items
- Raffle baskets, merchandise, services, experiences, or gift cards
- Participant bag inserts or samples

Volunteer Luncheon Sponsor

Help us thank and train the 30-50 volunteers who make Witch Paddle possible. Sponsors may provide lunch, drinks, goodie items, or giveaway prizes for the volunteer training luncheon.



KEY SPONSOR DEADLINES

To ensure sponsor benefits are delivered on time, please note the following deadlines for artwork, ads, and premium sponsorship commitments.



Category	Deadline
Apparel Sponsor	Sep 8, 2026
Bag Sponsor	Sep 8, 2026
Final Sponsorship Commitment Deadline	Sep 18, 2026
Logo/Artwork	Sep 22, 2026
Event Book Ad	Sep 22, 2026

READY TO SPONSOR?



1. Select your sponsorship level
2. Complete the sponsorship form
3. Submit your logo and payment
4. Watch for confirmation and next steps

Apply:

<https://witchpaddle.com/sponsor>

Sponsorship Contact:



Anna Marie Madai

Founder, Sacred Sisterhood Collective



am@sacredsisterhoodcollective.org



+1 (815) 262-1438

Sacred Sisterhood Collective Inc. is a registered 501(c)(3) nonprofit organization. Sponsorships and donations may be tax-deductible to the extent allowed by law. Please consult your tax advisor.