



KAYAK MISSISSIPPI & THE PHATWATER KAYAK CHALLENGE, LLC
200 DUNKERRON ROAD
NATCHEZ, MISSISSIPPI 39120
WWW.KAYAKMISSISSIPPI.COM
(601) 431-1731

**PHATWATER KAYAK CHALLENGE, 2009
SPONSORSHIP-FUNDING PACKAGE
OCTOBER 10, 2009
NATCHEZ, MISSISSIPPI**

The Phatwater Kayak Challenge VIII will be held October 10, 2009. The Phatwater is an annual kayak and canoe race on the Mississippi River, from Grand Gulf to Natchez, Ms. The Phatwater was founded in 2002 as a benefit for the local humane society. Contributions made to the Phatwater are tax deductible, but do not fund this charity. The charity is supported by an independent raffle.

The Phatwater Kayak Challenge, LLC, enjoys 501(c) 3 tax exempt status through its partnership with the Natchez Adams County Community Alliance Foundation, Inc. All contributions should be made to: **NACCAF-Phatwater**

LEVELS OF SPONSORSHIP FOR PHATWATER VIII

Contributing	\$100	Inclusion in Local Media Advertisement
Supporting	\$250+	Inclusion LMA, plus Sponsors' Banner
Sponsoring	\$500+	LMA, Sponsors' Banner, Other Local Banners At Race Venue
Founding	\$1000+	All Local Media Banners, Race Venue Banners, VIP Athletes' Packages
Silver	\$1500+	All Banners, Gateway Banners At Venue All Signage, VIP Athletes' Packages

(more)

Gold	\$2500+	Placement on All Race Participants' Bib, All Banners, All Gateway, Media, Awards Ceremony Stage, VIP Athletes' Packages
Platinum	\$5000+	All Media/Television & Radio Spot Inclusion, VIP Athletes' Media Packages, All Banner Placement, Premier Sizing
*Premier	As Determined	

***Premier Sponsors** are recognized at all levels "Founding And Above". They have as a primary goal the development of a Cash Prize Fund to be awarded to competing VIP Athletes and first place category finishers. It is the goal of Kayak Mississippi-Phatwater Kayak Challenge to award not less than \$5000.00 in 2009. Such prize money is imperative to attract VIP athletes. Without such athletes, the Phatwater cannot gain preeminence in world competition. Recognition in the World Surfski Championship Circuit is the goal of Kayak Mississippi-The Phatwater Kayak Challenge. This Circuit includes races in South Africa, Australia, New Zealand, Thailand, Indonesia, Hawaii, San Francisco, Chicago, New York, Dubai. Awards of cash prizes are an absolute necessity in order to achieve this status.

On October 11, 2008, the Phatwater was able to award a cash prize of \$2000.00, to the first solo athlete ever to break the 4 hour mark on the Phatwater race course. This money was privately pledged by several anonymous individuals. Although we can expect this to continue, we must also increase this purse. Please contact us if you have any interest in contributing to this fund and we can work toward customizing your contribution in a way that will best represent your interests.

Additional expenses for the Phatwater Kayak Challenge approach from between \$15K and \$20K per year. Thank you for your assistance in helping us meet this goal. Please feel free to contact the Phatwater with any questions you may have concerning your contribution(s).

Sincerely,

Keith Benoist
 Founder/Director
 Phatwater Kayak Challenge, LLC
 200 Dunkerron Road
 Natchez, Mississippi 39120
www.kayakmississippi.com
keith@kayakmississippi.com