



December 19, 2021



OVERVIEW:

As a northern community, we need events that encourage all ages and abilities to get outside and celebrate the winter solstice. Local businesses sponsor trees along the 2.5k Mize Loop and decorate them to create a winter wonderland along one of the most well-loved trails at Kincaid. NSAA opens the trail to more than just skiers so people are allowed to walk on the ski trail for one day only or check out demo skis if they do not own a pair (provided by local vendors). Volunteer organizations provide hot drinks and snacks along the way. This is a very popular, family friendly event, bringing together all ages, levels of fitness, and outdoor enthusiasts.

FOR SPONSORING BUSINESSES:

The cost of a basic tree sponsorship is \$500 and will include a sign in front of the tree that will remain up for at least a week after the event. If your business is struggling due to the impact of COVID and you are interested in alternative options for participation, please contact the NSAA office. Businesses can choose their own decorations and can include lights, ornaments, ribbons, etc. Get creative!! Businesses can give out promotional information, coupons, etc at their tree during the event. After touring the loop, participants will have the opportunity to vote on the best tree. The winning company will be given ¼ page color ad in the Nordic Skier publication (valued at \$250) as well as all of the businesses being featured on a high traffic page of the NSAA website (189k visits last season).

IN CONCLUSION:

NSAA wants to promote wellness on the trails that it works hard to maintain year round. Encouraging a healthy and involved community falls neatly into Anchorage's Live. Work. Play. initiative and is well supported. This event has continued to grow since it's inception in 2015 and we hope your business will be part of this winter tradition in Anchorage!

Sincerely,

Sara Miller

NSAA Board Member

solsticetreetour@gmail.com



December 19, 2021



Sponsorship Options: Business Contact:

TREE SPONSOR | \$500+

Decorate a tree, your banner/business name promoted by the tree, your business name on the website (189k visits last season). The winning tree gets an ad in Nordic Skier publication, opportunity to promote business during event.

EVENT SPONSOR | \$800

Everything listed above with the option for us to decorate the tree FOR YOU! Provide us with your decorations of choice by 12/10 and we'll get them on a tree for you.

PREMIER SPONSOR | \$1000+

Everything listed above with the addition of a weeklong title sponsor on NSAA's Trail Report.

BUSINESS NAME: _____

CONTACT NAME: _____

EMAIL: _____

PHONE: _____

TOTAL DONATION: \$ _____

- INVOICE AFTER JAN 1, 2022
- INVOICE IN MULTIPLE PAYMENTS
- CHECK ATTACHED

PLEASE MAKE CHECKS PAYABLE TO:

NORDIC SKIING ASSOCIATION OF ANCHORAGE

Sustaining trails year round and providing Nordic skiing programs that encourage healthy activity and lifestyles for all Alaskans.

**NSAA WILL CONTACT YOU WITH MORE DETAILS
ON TREE DECORATING PRIOR TO THE EVENT!**

