



Dear Lake Friends,

We are excited to announce that this year the Lake Hopatcong Foundation will be hosting a VIRTUAL Lake Loop Challenge from Thursday, October 1 through Sunday, October 11, 2020 in lieu of hosting our annual live Lake Loop. In the past participants have been able to enjoy breathtaking views of Lake Hopatcong while on a 20-, 40- or 62-mile scenic bike ride, 1.5-mile or 5K adventure trail run/walk, or serene 2.5 -mile paddle out of Hopatcong State Park in Landing, N.J. This year we are encouraging participants to enjoy those same views by cycling a loop around the lake, paddling the shoreline, or even by taking a yoga class to maintain that same goal of ensuring a healthy lake and healthy community during the October 1-October 11 timeframe. In this virtual challenge participants will also be encouraged to raise funds for the critical needs of our “Jewel of the Mountains,” Lake Hopatcong!

We understand that these times have been very difficult across our community, nation, and globe. Our hearts go out to all who have been hit hard by the pandemic, losing lives, fighting on our front lines, and suffering economic hardship. Yet even during these tragic times we have remained vigilant in our work and advocacy of Lake Hopatcong, ensuring environmental climate care projects, and providing programs to our community (and beyond) in a virtual format. We understand that our work must continue to protect Lake Hopatcong now and for future generations.

To help us sustain our efforts and bring together a healthy lake and community we invite you to partner with us as a Lake Loop sponsor for this unique challenge. In addition to supporting the hard work of the Foundation, your support will provide a valuable publicity opportunity to personally reach residents of the four towns and two counties that surround the lake (and this year, beyond)!

Please review the enclosed sponsorship opportunities and let us know which one would be most comfortable for you. Fundraising teams of participants are also encouraged to take part, so in addition to sponsorship, please consider entering a team to represent your company or small business as a fantastic team building opportunity!

Please do not hesitate to contact us for any further details. It is only through your support that we can continue our numerous efforts on behalf of the lake. Thank you for your consideration. Be well.

Best regards,

Roberta Schmidt
Development Director

roberta@lakehopatcongfoundation.org

Lauren Rossi
Lake Loop Coordinator

lauren@lakehopatcongfoundation.org



Lake Hopatcong Foundation

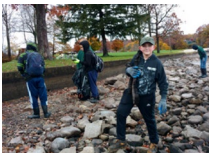
Lake Hopatcong Foundation is a 501(c)3 non-profit dedicated to protecting the lake environment and enhancing the lake experience and bringing together public and private resources to encourage a culture of sustainability and stewardship on and around New Jersey's largest lake, for this and future generations. Find out more at lakehopatcongfoundation.org.

Where does the money go?

The Lake Hopatcong Foundation supports its mission through a variety of programs and initiatives in the following areas:



Education - providing lake ecology education through educational school field trips that incorporate the Lake Hopatcong Floating Classroom, which provides hands-on, interactive learning for students of all ages.



Environment - maintaining and improving the lake environment through projects and programs focused on water quality and invasive species control.



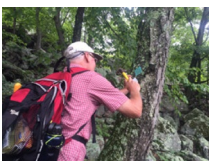
Public Safety - improving safety on the lake with added police shifts during busy summer weekends, the B-SAFE dock numbering program, and plans for a series of Lake Hopatcong specific safety videos.



Community - building a sense of lake community with an annual Block Party and the rehabilitation of the Lake Hopatcong Train Station to serve as a community space for all at the gateway to the lake.



Arts & Culture - offering regular community programming at the Lake Hopatcong Foundation Environmental & Cultural Center.



Recreation - blazing 11 miles of hiking trails through Hopatcong with plans to expand the trail to encircle the lake and celebrating all the lake has to offer with the annual Lake Loop bike, run, paddle event.



2020 LHF Virtual Lake Loop Challenge Sponsorship Opportunities

October 1- October 11, 2020

PRESENTING SPONSOR: \$5,000 *(one available)*

- ✓ Name/logo featured on Lake Loop Club STRAVA page
- ✓ Featured as Sponsor for two participant contests (i.e. mileage, registration, or fundraising challenges)
- ✓ Name/logo on event t-shirt for all who opt to purchase
- ✓ Opportunity to provide prize pack giveaways to qualified participants
- ✓ Up to a 1-minute pre-recorded segment shared during our live stream closing ceremony
- ✓ Name/logo during the open and closing ceremonies
- ✓ Featured as a Lake Loop Sponsor on LHF website, e-newsletter, and social media
- ✓ **Comp registration for 8 (each eligible to win prizes!)**

OFFICIAL SPONSOR: \$3,000 *(one available)*

- ✓ Name/logo featured on Lake Loop "Kudos Board" where participants share photos and messages
- ✓ Name/logo on event t-shirt for all who opt to purchase
- ✓ Opportunity to provide prize pack giveaways to qualified participants
- ✓ Up to 30-second pre-recorded segment shared during our live stream closing ceremony
- ✓ Name/logo during the open and closing ceremonies
- ✓ Featured as a Lake Loop Sponsor on LHF website, e-newsletter, and social media
- ✓ **Comp registration for 6 (each eligible to win prizes!)**

WELLNESS & SAFETY SPONSORS: \$1,500

(three available)

- ✓ Name/logo featured on training tips (i.e. nutrition, hydration, stretching, etc.)
- ✓ Featured as sponsor of a fit bit live giveaway for participants (fundraising challenges)
- ✓ Name/logo during the open and closing ceremonies
- ✓ Featured as a Lake Loop Sponsor on LHF website, e-newsletter, and social media
- ✓ **Comp registration for 4 (each eligible to win prizes!)**

CONTEST SPONSORS: \$750 *(five available)*

- ✓ Featured as Sponsor for one participant contest (i.e. mileage, registration, or fundraising challenges)
- ✓ Featured as a Lake Loop Sponsor on LHF website, e-newsletter, and social media
- ✓ **Comp registration for 3 (each eligible to win prizes!)**

MATCHING GIFT FUNDRAISING SPONSORS:

\$500 *(three available)*

- ✓ Featured throughout a 1-day campaign to raise funds to match sponsor donation
- ✓ Featured as a Lake Loop Sponsor on LHF website, e-newsletter, and social media
- ✓ **Comp registration for 2 (each eligible to win prizes!)**

PRIZE SPONSORS: \$500 *(ten available)*

- ✓ Featured as Prize Sponsor at time of award for one participant contest (i.e. mileage, registration, or fundraising challenges)
- ✓ Featured as a Lake Loop Sponsor on LHF website, e-newsletter, and social media
- ✓ **Comp registration for 2 (each eligible to win prizes!)**

LAKE LOOP SUPPORTERS: \$100 *(unlimited)*

- ✓ Featured as a Lake Loop Supporter on LHF website and e-newsletter
- ✓ **Comp registration for 1 (eligible to win prizes!)**

IN KIND FITNESS CLASS SPONSOR:

- ✓ Sponsor and provide virtual fitness class for participants
- ✓ Featured as a Lake Loop Sponsor on LHF website

FOR MORE INFORMATION CONTACT:

Lauren Rossi, Lake Loop Coordinator

lauren@lakehopatcongfoundation.org

PLEASE SIGN ME UP FOR A LAKE LOOP 2020 SPONSORSHIP!



Business/Org. Name (as it should appear on all listings) _____

Sponsorship Selection: _____

Signature of Business/Organization's Officer: _____

Address _____

City, State, Zip _____

Contact Person: _____

Phone # _____

Email: _____

Website: _____ Facebook Page: _____

Twitter Name: _____ Instagram Name: _____

Please email us a high-resolution logo to be used for all publicity.

Acceptable formats: .jpg, .pdf, .png, .eps

Would you like to host or sponsor a team? Yes No Tell Me More

Team Name: _____ (Teams consist of two or more people)

PAYMENT INFORMATION

Amount of sponsorship: _____ Payment: Cash Check Credit Card Type _____

Card # _____ CVV# _____ Expiration Date: _____

Become a SPONSOR and help us GROW

**Thank for supporting LHF and the programs that improve the environment and
experience on Lake Hopatcong and the surrounding communities.**

lakehopatcongfoundation.org

**Please complete and email to Roberta Schmidt, LHF Development Director at
roberta@lakehopatcongfoundation.org or mail form to:**

Lake Hopatcong Foundation, 125 Landing Road, Landing, NJ 07850