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News

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Planning & Economic Development

For Immediate Release

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Date: March 21, 2017

Sponsors sought for 6th Annual Sprint and Splash Festival of Races

Support your local community June 17 at the 6th Annual Sprint and Splash Festival of Races! This is your chance to be a part of an exciting, family-friendly event that draws in people of all ages from around the Southeast Michigan region.

In addition to being a great way to kick off summer through a variety of competitive events, plus music, food, craft beer and a multitude of vendors, Sprint and Splash also serves the unique purpose of acting as a fundraiser for organizations that promote and celebrate Lake St. Clair. Truly the heart of the Great Lakes, Lake St. Clair is one of the largest freshwater fisheries in North America and also one of the busiest recreational waterways in the Midwest. By sponsoring this event, you are supporting organizations that are working to improve the regional economy by increasing tourism to Lake St. Clair and its coastal communities while also striving to protect and restore Lake St. Clair, the Clinton River and the surrounding natural areas.

If you would like to support these organizations as well as advertise your business, this event will offer great promotional opportunities, as we are expecting over 1,000 participants and spectators. We offer a variety of sponsorship levels, with multiple price points. Our Wave Runner Bag Sponsor offers major exposure as the exclusive sponsor of the Sprint and Splash participant bags, which are given to all individuals entering any of the events. Another great sponsorship opportunity is the Race Awards Sponsor – your company's logo will be prominently displayed on the lanyards of all finisher medals, which every participant receives. If you're looking to sell your wares or give away promotional items, consider being a part of the Beach Village which allows sponsors to have presence at the event with a 10-foot by 10-foot booth space. All sponsors will have their organization's logo on the website and race T-shirts. For more information on all the great benefits you receive as a sponsor, [click here!](#)

Sprint and Splash begins with a 6-mile Midwest Paddle Association-sanctioned stand-up paddleboard (SUP) race. Following the SUP race is the duathlon, which combines a 5K run and a 2-mile paddle (kayak or SUP). Sprint and Splash also offers a 5K Fun Run and Walk (for those who want to stay dry) and a 2-mile recreational SUP race. The Sprint and Splash Beach Village is open throughout the day, giving participants and spectators the option to visit local vendors before or after their race.

All of these aspects of the event allow local businesses the opportunity to get involved at many levels. If you want to participate in the event, visit www.SprintandSplash.com for more information or to register online. The early registration discount ends on Sunday, April 16!

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