

# FRESHWATER

## Become a Sponsor of the 2025 Big Island and Back 10k Paddle

Planning is underway for the 12th annual Big Island & Back 10K Paddle on Saturday, August 9, 2025 at Excelsior Public Beach and we are seeking sponsors!

This event brings together paddlers of all ages and skill levels for a fun morning on Lake Minnetonka, paddling around Big Island and back. This annual race draws up to 200 canoeists, kayakers, and paddleboarders to enjoy the lake and raise money for clean water. Participants range from experienced racers to casual paddlers, and state and local press attend the event and publish event photos. After the race, we move to Excelsior Brewing Company for food, prizes, and a short program.

Proceeds and sponsorships from this event will support Freshwater's programs for clean water across Minnesota and beyond. Freshwater was founded in 1968 in the Lake Minnetonka area and is a proud supporter of engaging community to inspire and empower people to conserve and protect our waters.

### Sponsor Levels

#### Grand Paddle Sponsor \$5000

Most prominent logo placement, four (4) free registrations, the chance to speak during remarks, direct tagging on social media, the opportunity to table at the race or after party, and the event will be titled "Big Island & Back Paddle Event presented by **Your Organization.**"

#### Crew Sponsor \$2500

Prominent logo placement, four (4) free registrations, the chance to speak during remarks, and direct tagging on social media.

#### Wave Sponsor \$1000

Logo placement, two (2) free registrations, and acknowledgement and thanks during remarks at the brewery.

#### Splash Sponsor \$500

Logo placement and one (1) free registration.

Logo placement includes website registration page, social media channels, and on all promotional materials sent to our list of more than 10,000 recipients, at the race, and at the after party.

If interested in being a sponsor, please contact the sponsorship team at [development@freshwater.org](mailto:development@freshwater.org)

Photos of past events and press here:  
**Freshwater  
Star Tribune**

