



# The Great Canoe Races of Naples

May 16th, 2026

Brought to you by



Sponsorship Packages and Opportunities



# About The Races

1977 - 2025

With the large responsibility of reimagining this event, we at the Great Canoe Races of Naples, want to inspire a deep respect for our waterways through the thrill of competition and a commitment to conservation. Our annual canoe race is more than just a challenge of endurance and skill—it's a platform to promote water and boating safety, educate participants on responsible water stewardship, and support the restoration of aquatic habitats. By fostering a community of paddlers, conservationists, and outdoor enthusiasts, we aim to protect our natural waterways for future generations while celebrating the spirit of adventure on the water.



# 2025 to 2026

## What to Expect as a Sponsor

### 2026 Outlook: The Growth & Consolidation Year

- Timeline: The team now has eight full months to plan, market, and secure sponsorships, enabling deeper relationships and more structured campaigns.
- Attendance: Naples Police estimate up to 3,000 attendees in 2026, doubling last year's turnout.
- Sponsorship Opportunity:
  - Higher visibility: Larger audience, increased media reach, and greater vendor/partner integration.
  - Longer runway: Extended sales cycle allows for multi-touch sponsor engagement, custom packages, and more in-kind collaboration.
  - Enhanced marketing support: Partnering with the Greater Naples Chamber of Commerce and Conservancy of Southwest Florida for co-marketing, PR amplification, and community credibility.
  - Expanded event infrastructure: Larger vendor fair, better traffic and parking systems, dedicated VIP area, and professional MC and production.
- Goal: To evolve sponsorships from simple event support to strategic brand partnerships, offering measurable exposure, community alignment, and sustained recognition throughout the year.



# About Great Canoe Races of Naples as an Organization

The team was formed from the board members of Young Professionals of Naples who are no stranger to partnering with local businesses and organizations.

This event was brought back in 2025 with the goal of promoting stewardship and conservation of our local waterways. Our community is forever in debt to these waterways and this is just a small way we can high-light and protect them.





**CONSERVANCY**  
of Southwest Florida  
OUR WATER, LAND, WILDLIFE, FUTURE.

## Great Canoe Races of Naples Partner Organizations

Celebrating 61 years of wildlife and habitat Conservation and Restoration, we are proud to have Conservancy of Southwest Florida as the main beneficiary from the Great Canoe Races of Naples in order to help further their mission.



## MAP LEGEND

- 10x10 Admin Tent X 4
- 10x10 Bar Tent X 4
- Portable Restrooms x9
- 18 ft Beer Trailer
- Ice Trailer
- 10x 25 Premium Vendor
- 10x 25 Food Vendor
- 10x10 Vendor
- Stage 10x30 tent
- Merch 10x20 tent
- Food Truck
- Vendor/Racer Drop-off  
(No Public Access)
- Through Traffic
- Ride Share/Drop Off



MAP LEGEND

-  Safety Boat
-  Bouy Turn Point
-  Race Direction
-  Kayak Crew

SCHEDULE

- 8:00-8:45 Paddle Board/CYV  
Registration/checkin
- 9:30 Pro Paddle  
2 laps (1.4 miles)
- 10:00 Choose Your Vessel  
1 lap (0.7 mile)
- 10:00-10:45 Canoe  
Registration/checkin
- 11:00 Pro Paddle/CYV Awards  
National Anthem
- 11:30 First Responders  
1 lap (0.7 mile)
- 12:00 Pro Canoe  
4 laps (2.8 miles)
- 12:30 Amateur Canoe  
1 lap (0.7 mile)
- 1:30 Award Ceremony





See how you can get your brand in front  
of thousands of full-time residents,  
Businesses and Guests

There will be over 50 local vendors and  
many sponsors with 5 levels of  
sponsorship

# Sponsorship Opportunities

**Yearly Decorations:** Flags, Tents, Banners, Podium signs,  
Beach Flags at entrance, Participant Paddle, merchandise

**Permanent Decorations:** Committee Tent, Podium Arch,  
Race Boueys, First Responder winning prize

**Sponsor a Heat:** Five heats in total, Paddle Trophy for  
Winner & Sponsor copy, MC announcement, finish Line  
logo

 Young Professionals  
of Naples

THE  
MINI BAR

Diamond  
Sponsor  
Here

Platinum  
Sponsor  
Here

Platinum  
Sponsor  
Here

Platinum  
Sponsor  
Here

Gold Sponsor	Gold Sponsor
Gold Sponsor	Gold Sponsor

Title Sponsor Here



Silver Sponsor	Silver Sponsor	Silver Sponsor	Silver Sponsor	Silver Sponsor
Silver Sponsor	Silver Sponsor	Silver Sponsor	Silver Sponsor	Silver Sponsor

Gold Sponsor	Gold Sponsor
Gold Sponsor	Gold Sponsor

Platinum  
Sponsor  
Here



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Diamond  
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Sponsor  
Here

Platinum  
Sponsor  
Here





# 2025 Sponsors

# SPONSORSHIP PACKAGES



## The Presenting Sponsor

Our key marketing partner

- Free Valet and parking.
- Two free drink tickets per guest.
- Indoor Pavilion VIP lounge access.
- Access to VIP viewing area.
- Ability to customize the VIP area
- Priority branding on all merchandise, advertising, and promotional materials.
- Shoutouts during the event by MC.
- Name on all the winner awards.
- Right of first refusal to remain Presenting sponsor in 2027.

## Diamond Sponsor

The supporting producers

- Free Valet and parking.
- Two free drink tickets per guest.
- Indoor Pavilion VIP lounge access.
- Access to VIP viewing area.
- Priority branding on all merchandise, advertising, and promotional materials.
- Shout outs during the event by the MC.

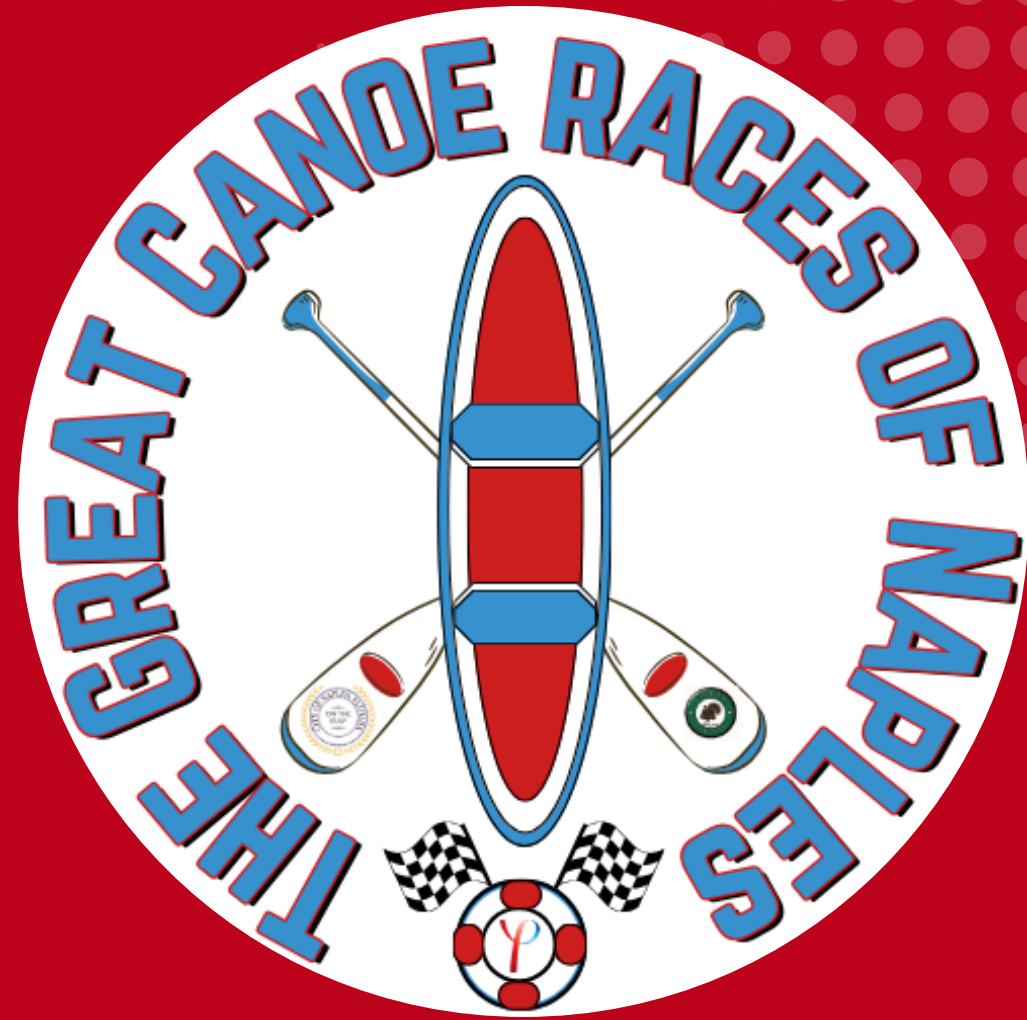
## Platinum Sponsor

Help us cross the finish line

- Free Premium parking.
- Two free drink tickets per guest.
- Indoor Pavilion VIP lounge access.
- Access to VIP viewing area.

# Premier Package Benefits and Pricing

Packages	\$20,000 Title Sponsor	\$10,000 Diamond Sponsor	\$5,000 Platinum Sponsor	\$2,000 Gold Sponsor	\$1,000 Silver Sponsor
Logo or name linked on marketing materials (website/digital ads, social media, and eblasts)					
VIP Parking					
Logo Recognition on T-Shirt/Posters	Larger most prominent placement	Large prominent placement and size	Medium prominent placement and size		
Premium Branding on Stage, Start/Finish, and Beer Garden					
Complimentary Registration for Races and/or VIP Access tickets	20	10	6	4	2
-Presenting rights: “Brought to you by__” Displayed on Awards					



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# Vendor Opportunities

**The Vendor Fair:** We anticipate this event to be equal parts Canoe Race, Live Entertainment, Beer Garden and Vendor Fair for the expected 2,500-3,000 guests. Each vendor will have a designated 10x10 area for their tent.

**Marketing Material:** Vendors will be listed on the website and a vendor list will be incorporated into the Sponsorship presentation to increase awareness.

**Sponsorship for Vendors:** Discounts offered for vendors on sponsorship opportunities.

Vendor Booths start at \$250.

Premium Vendor are with large display area is \$500

# MEET OUR EVENT ORGANIZERS



**Matthew Young**

President, Great Canoe Races of Naples

Founder and CEO of The Rose House Naples



**Morgan Layton**

Vice President of Development, Great Canoe Races of Naples

Managing Director at Comhar Partners Executive Search



**Justin Kirk**

Vice President of Production and Attorney, Great Canoe Races of Naples

Attorney at Varnum, LLP



**Edward Larsen**

Vice President of Production, Great Canoe Races of Naples

Commercial Real Estate Broker at LQ Commercial



**Rachel Welch**

Vice President of Marketing, Great Canoe Races of Naples

Senior Associate, Mergers & Acquisitions at Compass Realty



**Jack Fife**

Vice President of Operations and MC, Great Canoe Races of Naples

Managing Partner & founder JFL Ventures

# The Great Canoe Races of Naples 2026

We hope you'll join us for an unforgettable day of Community and Conservation.



## Phone Number

Morgan Layton  
(224) 805-9369

## Email Address

[info@naplescanoeraces.com](mailto:info@naplescanoeraces.com)

## Website

<https://www.naplescanoeraces.com/>