



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
- Generator
- Live Video Feed



SCHEDULE

6:00-8:00am: Vendor load in

8:00-11:30 Paddle Board/Kayak/BYV
Registration/checkin

9:30-11:00 Matty Jolie

9:30 Amateur Paddle Board
1 lap (0.7 mile)

10:00 Pro Paddle Board
2 laps (1.4 miles)

10:30 Amateur Kayak
1 lap (0.7 mile)

11:00 Pro Kayak
4 laps (2.8 miles)

11:30-1:00 Moonstone Riders

12:00 Build Your Vessel
(100 yard dash)

12:00-2:00 Canoe Registration/checkin

1:00 Pro Paddle/Kayak/BYV Award
Ceremony
National Anthem

1:30-3:00 Sun State Blues

1:30 First Responders and Veterans
1 lap (0.7 mile)

2:00 Pro Canoe
4 laps (2.8 miles)

3:00 Amateur Canoe Heat 1
1 lap (0.7 mile)

3:30 Amateur Canoe Heat 2
1 lap (0.7 mile)

3:30-5:00 Rock Republic

4:00 Canoe Races Award Ceremony

MAP LEGEND



Safety Boat



Bouy Turn Point



Race Direction



Kayak Crew





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



THE MINI BAR



Connor+Gaskins



Party Time Rentals and Special Events



2025 Sponsors



Title Sponsor Here



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

THE
MINI BAR

Last Year's T-Shirt Logo

Diamond Sponsor Here

Diamond Sponsor Here

Platinum Sponsor Here

Platinum Sponsor Here

Platinum Sponsor Here

Platinum Sponsor Here



Platinum Sponsor Here

Gold Sponsor
Gold Sponsor

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

Gold Sponsor
Gold Sponsor

Platinum Sponsor Here

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, or 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					



Beer Tent Package \$25,000

- Covers full tent needs
- 5 years of brand exposure
- Design the tents with us
- Everything included in the “Title” package



Main Stage Package \$20,000

- Covers full entertainment needs
- 5 years of brand exposure
- Design the stage with us
- Everything included in the “Diamond” package



Start and Finish Package \$15,000

- **Covers all water operations needs**
- 5 years of brand exposure
- Design the line with us
- Everything included in the “Diamond” package



Race Heat Package \$5,000

- Covers full race heat
- Shout out from MCs
- Admin and broadcast booth tent branding
- Everything included in the “Platinum” package





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

There will be over 60 local vendors and many sponsors with 5 levels of sponsorship

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 Finance, 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

Website

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