



**New England Sled Dog Club, Inc.  
Host of  
International Sled Dog Racing Association's Annual Meeting,  
Conference, and Awards Banquet**

November 11, 2007

Dear Potential Sponsor,

The New England Sled Dog Club, Inc., one of oldest and most respected sled dog racing clubs in the world, will be hosting the International Sled Dog Racing Association's Annual Meeting, Conference, and Awards Banquet in June 2008.

This event will be held in Portsmouth, NH at the Wynwood Best Western Hotel, where some 200 Mushers from all over will gather to honor the 2007 Medal winners, to listen to prestigious speakers from around the globe and to learn about new innovations in training, nutrition and equipment.

We are actively soliciting sponsors for this event at this early date so that we can advertise their products during the upcoming racing season which begins in November.

Sponsors can participate by:

- Purchasing advertisement space (see attached form for details)
- Donating product for raffle and giveaways (e.g., samples, obsolete models)
- Purchasing vendor space at the event's trade show (\$100 per 7 ft. booth; \$150 for L-shaped booth [two 6 ft. tables] - space is limited)

Links to sponsors websites will be placed on the NESDC's website ([www.nesdc.org](http://www.nesdc.org)) as soon as we have a commitment and we will display promotional materials such as banners at our races through out the upcoming racing season.

The event itself will provide an excellent opportunity for sponsors to promote their products and/or services to a wide customer base.

With permission we will use sponsors' logos on all promotional mailings, and on our gift bags, which will contain sponsors' hand outs and samples.

A souvenir program will afford sponsors the opportunity to purchase advertising space.

We are enclosing information about our organization and our sport. If you would like more information about our organization or the event, please contact one of us at the email address below or call Martha at 603-642-3673.

We sincerely hope you will consider becoming a sponsor of our event!

Cordially,

Martha Heckman, co-chairperson  
[venturaknl@comcast.net](mailto:venturaknl@comcast.net)  
53 Wadleigh Point Rd.  
Kingston, NH 03848

Anita Wischinski, co-chairperson  
[blackrivr@gsinet.net](mailto:blackrivr@gsinet.net)  
74 North Rd.  
Sandown, NH 03873