

35TH ANNUAL
2026 U*S NATIONAL 2026
TOBOGGAN
CHAMPIONSHIPS

FRIDAY - SATURDAY - SUNDAY

FEB. 6-7-8

CAMDEN, MAINE

The 2026 U.S. National Toboggan Championships will be the 35th annual Toboggan Nationals and racers are already excited about the upcoming event. Team registration gets underway Nov. 14, 2025, with a cap of 400 teams in three divisions. Close to half the field was filled before Christmas in recent years, and we anticipate a similar surge for 2026.

Friday, Feb. 6, will bring the start of race weekend, with vendors setting up and teams and racers checking in. The renowned Jack Williams Toboggan Chute will be open for practice and fun runs Friday afternoon, conditions permitting. The main event starts bright and early Saturday, Feb. 7, with a full day of racing, tailgating, the costume parade, and more. The finals are on Sunday, Feb. 8, with awards handed out that afternoon.

As always, the U.S. National Toboggan Championships raises money each year for the Camden Snow Bowl, and sponsorship participation is vital to the success of the event. Over the past 30+ years, the Toboggan Nationals — through vendor fees, race entries, merchandise sales, parking fees, and private and corporate sponsorship — has raised well over \$1 million toward Snow Bowl operations. The economic impact on the Midcoast during the event, in late winter when the local economy can use a boost, is immense. West Bay and Camden Rotary clubs also benefit as they volunteer to help with event operations.

Sponsors last year allowed us to improve the race by bringing in a professional company from St. Louis to work with our team and provide the most resilient toboggan run timing we have ever had. This minimized event downtime to repair and reorient equipment, leading to more efficiency, accuracy and increased safety overall. We are partnering with Innovative Timing again this year, including adopting their complementary race registration platform to streamline the team registration and waiver-signing process for racers. This will also mean more efficient and timely registration management for yours truly, who is responsible for that monumental task among others.

Also coming back in 2026 will be livestreaming of the races, with added opportunities for sponsors to showcase their support of the event. To recap, an eleventh-hour conversation last year with the folks at StreamState.tv, Maine's state-centric streaming platform, resulted in a scramble two weeks before the big event to "make it happen" and livestream the 2025 races. Ten teams and businesses quickly stepped up to sponsor the livestreaming, the committee arranged to set up our heated trailer on the ice, and the StreamState production crew and camera operators ultimately streamed more than 14 hours of racing action. In addition to quickly raising half the production cost, with Sea Dog Brewing kicking in the other half, StreamState's 72 signed-in users at the start of our event grew to 943 by the end. Racing fans, team friends and their families logged on from as far away as Hawaii to watch the action online, for free, and we anticipate another surge of growth and exposure for the event, our partners and our great state.

This year, StreamState has joined forces with News Center Maine and Toboggan National livestreaming will be multicast across three platforms, including News Center Maine Plus and StreamState's YouTube channel. Our 2026 event sponsorship benefits includes add-on opportunities for sponsors to increase their support of the U.S. National Championships and the Camden Snow Bowl through pre- and post-event promotion packages. In addition to covering production costs, 20% of each promotion add-on sponsorship will be donated back to the event by StreamState. In turn, Toboggan National sponsorship levels have remained the same this year to enable our sponsors to take advantage of one of the promotion add-on options.

Toboggan National sponsorships come with numerous benefits, including opportunities to set up a booth for marketing, giveaways and tailgating with your organization's team, displaying a company banner at the start gate and logo on the finish line banner, and logos and acknowledgments on our new website (toboggannationals.com), and social pages. The commemorative 2026 long-sleeve team T-shirt will include sponsor logos, with one free T-shirt included with each team registration and T-shirts available for racers and spectators to purchase. We also print a custom art poster and full color program, which includes a sponsor "Thank You" page and sponsor ads. In addition to booth space in Tobogganville and toboggan race team(s), some sponsor levels provide a reserved parking space at the Snow Bowl during the event or weekend parking passes.

A search on YouTube for "Toboggan Nationals" will pull up a wide variety of racers' videos celebrating the thrills of victory, and for some, the agony of defeat. All in all, it's a great time at the Snow Bowl during the U.S. National Toboggan Championships.

Please contact me with any questions, and for more information. And thank you for considering sponsoring.

Best regards — Holly

Holly S. Anderson, Co-Chair
Stuart Young, Co-Chair

Committee members: Tammie and Mashaal Ahmadi, Ray Andresen, Peter Berke, Sandy Cox, Tom Cox, Tom Dowd, Jim Jefferson, Doug Kennedy, Jon Maxcy, and Bruce Richards.

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SPONSORSHIP BENEFITS AT-A-GLANCE



GOLD SPONSOR - \$5,000

- Exclusive by Industry
- Logo on souvenir long-sleeve 2026 team T-shirts
- Logo banner on starting platform (36"x60" sponsor-furnished)
- Logo banner along back of chute (48"x72" sponsor-furnished)
- Logo on USNTC Finish Line banner
- Logo and website link on USNTC webpage
- Full page ad in the 2026 USNTC Official Program
- Exhibitor/tailgate space in Tobogganville (10x10-foot)
- (2) USNTC race teams (choose 2-, 3-, or 4-person teams)
- (1) Reserved parking space during event ***NEW for 2026**
- (1) Weekend parking pass in general lot ***NEW for 2026**
- PA announcements during event (50 words)

SILVER SPONSOR - \$2,500

- Logo banner along back of chute (48"x72" sponsor-furnished)
- Logo on souvenir team T-shirts
- Your logo on event's "Finish Line" banner
- Your logo and website link on USNTC webpage
- Half page ad in the 2026 USNTC Official Program
- (1) USNTC race team (choose either a 2-, 3-, or 4-person team)
- (1) Reserved parking space during event
- PA announcements during event (25 words)

BRONZE SPONSOR - \$1,500

- Logo on souvenir team T-shirts
- Your logo and website link on USNTC webpage
- Quarter page ad in 2026 USNTC Official Program
- (1) USNTC race team (choose either a 2-, 3-, or 4-person team)
- PA announcements during event (15 words)

StreamState NEWS CENTER **MAINE** *Statewide TV/Digital Promotion Add-On 20% of add-on cost donated to Toboggan Nationals

LIVESTREAM COVERAGE: 14 Hours Multicast to StreamState.tv + News Center Maine Plus + StreamState YouTube

Promo Package A: \$3,500 add-on (40,000 impressions)

- 28 :30-spots on Livestream: 2/hour x 14 (Livestream)
- 56 Logo graphics every 15 minutes (Livestream)
- Pre-Event Email Blast: 6,500 followers, sponsor logo
- 1 Team/Company interview at race (Livestream)
- Day 1&2 Highlight video: sponsor logo (Post-event)
- Day 1&2 Full race: all spots and logos included (Post-event)

Promo Package B: \$2,000 add-on (20,000 impressions)

- 56 Logo graphics every 15 minutes (Livestream)
- 1 Team/Company interview at race (Livestream)
- Day 1&2 Highlight video: sponsor logo
- Day 1&2 Full race: all logos included (Post-event)

Promo Package C: \$1,000 add-on (10,000 impressions)

- 42 Logo graphics every 20 minutes (Livestream)
- 1 Team/Company interview at race (Livestream)

COPPER SPONSOR - \$750

- Your logo and website link on USNTC webpage
- Name on sponsor page in 2026 USNTC Official Program
- PA announcements during event (sponsor's name)

FRIEND OF USNTC - \$100-\$500

- Name on sponsor page in 2026 USNTC Official Program
- PA announcements during event (sponsor's name)



14 Hours of Total Livestream Coverage

Multicast: StreamState.TV and News Center Maine Plus

StreamState returns for a second year, partnering with the Town of Camden for two days of livestream coverage of the 35th annual U.S. National Toboggan Championships. This early February 2026 event is the town's largest annual fundraiser for the Camden Snow Bowl.

Toboggan National sponsors this year can take advantage of special expanded promotion and media coverage during livestreaming programming as an add-on to a new or returning sponsorship level.

Increase your Toboggan National sponsorship while increasing your media coverage: StreamState will donate 20% of all add-on package costs back to the U.S. National Toboggan Championships.

Livestream programming covers:

- Two days of racing action (Saturday and Sunday)
- All race categories
- Team interviews
- Awards coverage
- Post-event recap for each race day
- Short stories during race breaks highlighting *Maine's 100th Anniversary of Route 1*
- Post-event full coverage of each race day
- Short stories of *Maine's 100th Anniversary of Route 1*

Benefits At-a-Glance includes the Promo Package levels available as add-ons. There are also two Co-Presenter packages available (\$8,500) that will provide 861,000 impressions during the Pre-Event Promotional Campaign and 30,000 impressions during Event Day and Post-Event coverage. Inquire for details.



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2026 SPONSORSHIP AGREEMENT

Sponsorship Level (please indicate sponsorship level)

- ___ Gold Sponsor.....\$5,000
- ___ Silver Sponsor.....\$2,500
- ___ Bronze Sponsor.....\$1,500
- ___ Copper Sponsor.....\$750
- ___ Friend/Other.....\$_____

Livestreaming Promotion Add-On.....\$_____

(•A: \$3,500 •B: \$2,000 •C: \$1,000)
 (Co-Presenter: \$8,500)

CONTACT INFORMATION

Business/Organization Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____ Website: _____

This Agreement confirms _____ as a sponsor of the 2026 U.S. National Toboggan Championships, as indicated above. The Camden Snow Bowl agrees to provide all benefits listed on the Sponsorship Level Description at the indicated level.* This Agreement shall be in effect from the time of signature through June 30, 2026

The sponsor agrees to pay the sum of \$_____ in full on or before 30 days prior to event and/or a trade of goods or services valued at \$_____ (description of services attached). Sponsorship is non-refundable. All proceeds from this event benefit the municipally-owned Camden Snow Bowl.

If sponsorship benefit includes display of a banner at the event, the sponsor shall provide a banner that complies with the dimensions indicated on the Sponsorship Level Benefits. Only banners that meet the proper dimensions will be displayed. The sponsor agrees to provide a high resolution, print quality CMYK logo for use in promotional materials (acceptable formats: .jpg, .png, .pdf)

The Camden Snow Bowl reserves the right to deny sponsorship to any entity that the Event Committee deems inappropriate for this community event. The Camden Snow Bowl may revoke a sponsorship at any time if the sponsor does not follow the rules and policies of the Town of Camden, the Camden Snow Bowl and the U.S. National Toboggan Championships. Licensee hereby reserves all immunities and rights provided pursuant to the Maine Tort Claims Act, 14 MRS 8101 et seq.

For additional information, contact Holly Anderson: handerson@camdenmaine.gov or call 207-542-9149.

PLEASE SIGN AND RETURN THIS AGREEMENT VIA EMAIL TO [HANDERSON@CAMDENMAINE.GOV](mailto:HAnderson@CamdenMaine.gov) OR MAIL TO HOLLY ANDERSON at TOWN OF CAMDEN, P.O. BOX 1207, CAMDEN, ME, 04843.

Authorized Entity Representative

Signature: _____ Date: _____

Snow Bowl Representative

Signature: _____ Date: _____