
Westfield River Wildwater Races Committee

63 Worthington Rd.
Huntington, MA 01050
westfieldriver.org/races
wrwraces@gmail.com

69th Annual Westfield River Wildwater Races



Saturday, April 20th, 2024

9AM - 4PM

SPONSOR OVERVIEW

The country's oldest continuously run whitewater kayak and canoe races are taking to the Westfield River once again this April. The Westfield River, running down from the Berkshires through the Hilltowns of Western Mass to the Connecticut River Valley, was given Wild & Scenic designation by an act of US Congress 30 years ago for its ecosystem, history and scenery. This event is important as an annual rite of spring and celebration of the most distinctive feature of the region. The Westfield River Wildwater Races draws spectators and paddlers from throughout the Northeast. Sponsors are connected to this remarkable natural resource and the active, athletic individuals and families drawn to the races and the celebration that follows.

Event Details

- Two race heats:
 - The **Classic Run** which is 8 miles starting in downtown Huntington through to Russell, MA starting at 11AM
 - The **Expert Run** begins further upriver at Knightville Dam and goes for 5 miles, ending in Huntington starting at 9:30AM.
- **River Comes Alive Race Celebration:** Noon to 4pm at Strathmore Park in Russell, MA with food trucks, live music, kids activities, awards and more.
- **River Creatures Puppet Parade:** Environmentalists are working with children at the local elementary schools to teach them about aquatic life and the ecosystem of the river. Kids create puppets of their favorite river creatures and parade at Strathmore Park starting at 2PM.



Category Sponsorships Sought

- Apparel/Outfitters: gloves, waterproof clothing, lifejackets
- Automotive: SUV and truck dealerships
- Banking & Finance
- Energy Bars
- Energy Drinks
- Health/Medical
- Insurance
- Juice
- Reusable water bottles
- Sporting goods: kayaks and canoes, paddles, fishing gear
- Water



Expected Attendance

- 350 racers
- 700 spectators

Sponsor Activations

- Merchandise on display at Strathmore Park
- Product sampling/giveaway
- Tables available – must be staffed by the sponsor
- Prizes for race winners



Sponsor Underwriting of On Site Activities

Noted in all press, sponsor announcement and signage on site:

- Band: \$1000
- Face painting: \$500
- Logo on Race Bibs: \$2000
- Paddle Awards: \$1000
- Porto-o-Sans: \$1800
- Puppet Parade: \$1500 (includes puppet making workshops at the local school and the environmental educator)
- Race Clinics: 4/6 and 4/13: \$500



All Sponsors Receive

- Logo on homepage of Race Site
- Mention in all press releases
- Dedicated Facebook & Instagram posts noting sponsorship
- Sponsor thank you at awards ceremony



Sponsor Levels & Fees

- Supporting: \$1500 (4) includes logo on all banners in Huntington and at Strathmore Park
- Friend of the Races: \$500 for product integration/distribution on site

Deadline for Sponsor Commitment: March 11, 2024

Contact:

Kathryn Koegel, Race Managing Director

kkoegel@gmail.com;

917-805-1989

westfieldriver.org/races

The Westfield River Wildwater Races is a working committee of the Westfield River Wildwater Association.



Highlights of 2023



Press Highlights

[Springfield Republican:](#)

Wildwater Races celebrate the wild, scenic Westfield River (Editorial)

“Dating back nearly 70 years, the races will set float this weekend to provide not only a great sporting event but to also draw attention to the forever fragile course of the Westfield River. At the heart of both the Westfield River Watershed Association, founded in 1952, and the wildwater races, which began a year later and are sponsored by the association, are the volunteers who keep close watch as stewards of the river and its surrounding environment...”

[WWLP News 22:](#) Hundreds take part in the 67th Westfield River Wild Water Races

“It was the perfect day to make the Hampshire County hilltown of Huntington your destination for the 67th annual Westfield River Wild Water Race. Participants came from all over the Northeast to test themselves and their crafts for the eight mile journey down the Westfield River in Huntington to Strathmore Park down river in Russell...” [Video clip.](#)

Springfield Republican 2023 photo report: [Wildwater race draws hundreds to run the rapids of the Westfield River](#)

[WWLP- News 22:](#) evening news video clip



[MassLive](#)

Westfield River Wildwater Races taking entries for rapid run

“One of the country’s oldest whitewater canoe races, down the Westfield River at the height of its flow, will return for its 67th run on Sunday, April 24. More than 250 expert and novice paddlers in both kayaks and canoes will brave class 3 rapids on the Westfield River...”

“Before getting into canoes, State Rep. Nicholas Boldyga, R-Southwick, and [Westfield Mayor] McCabe admitted it was their first time paddling down the Westfield River. State Rep. Kelly Pease, D-Westfield, said he grew up a few miles up the road from the launch point near the intersection of Routes 20 and 112 so he is very familiar with the waterway. McCabe, a long-distance runner, said he has run along the river many times.

“Before getting

