

# 50<sup>TH</sup> ANNUAL MISSOURI



# WHITEWATER CHAMPIONSHIPS

## 50<sup>TH</sup> Annual Whitewater Championships Souvenir Program

Fifty years ago, a small group of paddling and whitewater enthusiasts held the first whitewater slalom race on the Saint Francis River near Fredericktown, Missouri. Those races have since continued and expanded over the years into the Missouri Whitewater Championships hosted by the [Missouri Whitewater Association \(MWA\)](#). The upcoming 2017 event marks our 50<sup>TH</sup> annual event, making it one of the longest-running whitewater races in the country.

To commemorate this milestone, the MWA plans on thanking our racers, spectators, and volunteers with a free full-color commemorative souvenir program. The program will feature photos, interviews, history, education about the events and race classes, plus stories about racers, paddling, and the surrounding communities.

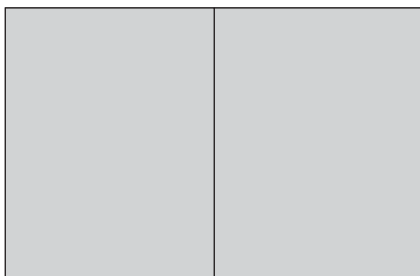
We plan on printing 1000 copies and would like to invite you to help fund this souvenir program by advertising to other paddlers, outdoor enthusiasts and nature lovers. Since MWA is a not-for-profit organization, your support for this event may be considered tax deductible (consult your tax advisor; our determination letter may be found on our website).

The Missouri Whitewater Association is a 501(c)(3) not-for-profit public organization which exists to encourage the growth of paddling as a beneficial recreational sport and a recognized competitive sport; to teach paddling skills, river safety techniques, first aid, and outfitting; to sponsor river trips and other outdoor activities; and to educate club members and the general public about river conservation.

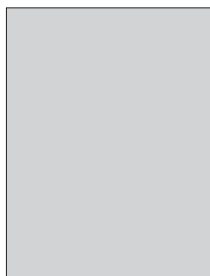
Thank you for your sponsorship and interest in this amazing event!

## Ad Pricing and Specs

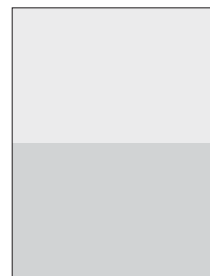
- Event dates: March 17-19, 2017
- Art submission deadline: February 18, 2017
- Full color *or* grayscale, no spot colors
- Build files 100% size
- 233-300 ppi for raster images/photos
- Acceptable formats: PDF, JPG, TIF, PNG, EPS
- Unacceptable formats: Word, PPT, INDD, QuarkXpress, Freehand, PSD, AI
- Email files to [art@missouriwhitewater.org](mailto:art@missouriwhitewater.org)
- Submit questions to [art@missouriwhitewater.org](mailto:art@missouriwhitewater.org)



**2-page spread: \$300**  
Trim: 17" x 11"  
Bleed: 17.25 x 11.25"  
Safe area: 16.5" x 10.5"  
Keep text .375" from gutter

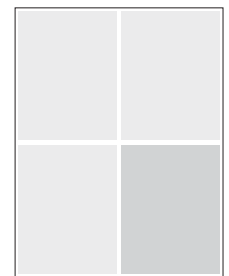


**Full page: \$200**  
Trim: 8.5" x 11"  
Bleed: 8.75 x 11.25"  
Safe area: 8 x 10.5"



**½ page: \$125**  
Trim: 8.5 x 5.5"  
Bleed: 8.75 x 5.75"  
Safe area: 8" x 5"

Half-page ads trim either top or bottom bleed upon final printing.



**¼ page: \$80**  
4" x 5.25"  
No bleed



Meet the  
volunteers  
and racers of  
the Missouri  
Whitewater  
Championships



[vimeo.com/124411745](https://vimeo.com/124411745)

Learn more  
about the  
Missouri  
Whitewater  
Association and  
its mission



[vimeo.com/151770860](https://vimeo.com/151770860)

## Frequently Asked Questions

**Why are we asking for advertising?** The annual Whitewater Championships is a 100% volunteer effort by the Missouri Whitewater Association (MWA) that requires months of planning and upwards of 100 volunteers to make it all happen. Since this year will be our 50<sup>TH</sup> annual event, the MWA is offering a free souvenir program that highlights the race's history, describes the rules of each type of race, and includes stories and interviews that focus on the paddlers and volunteers that make it all happen. We are soliciting advertising to help pay for the printing of the souvenir program.

**How many members are in the MWA?** 200 dues-paying members.

**How many website users?** 450 MWA website users at the time of this printing.

**How many Facebook subscribers?** 860 at the time of this printing.

**Where are the races held?** The race site is in the Millstream Gardens Conservation Area, run by the Missouri Department of Conservation. The lower end of the river — at Silver Mines Recreation Area, where the downriver event finishes — is in the Mark Twain National Forest and features a 75-campsite Forest Service campground.

**Will there be concessions available?** There will be concessions at the downriver race finish on Friday evening, and during the day at the race venue for Saturday and Sunday, located near the Racer/Volunteer parking.

**What is the community support?** Businesses & organizations in the Fredericktown-Ironton-Arcadia area have sponsored our event in the past. The Fredericktown Chamber of Commerce and Jaycees were integral to supporting the first race in 1968. For many years, the "Welcome to Fredericktown" sign on Hwy 67 included a sign that said "home of the Missouri Whitewater Championships, 3<sup>RD</sup> weekend of March". We always use local organizations & businesses for our expenses & activities, including our race banquet and our concessions, which are provided by a local not-for-profit organization.

**What is the community population?** The towns of Fredericktown, Ironton and Arcadia have a combined population of 6,000, mostly in Fredericktown. The Saint Francis River where the event is held cuts through two mostly rural counties—Madison County (Fredericktown) with about 12,000 people, and Iron County (Ironton & Arcadia) with about 10,000. The larger town of Farmington, population 16,000, is 15 miles north of the event. St. Louis is 90 miles north, with a metropolitan population of about 3 million.

**How many paddlers participate in the event?** 75-100. We have some paddlers from the local area—Ironton, Perryville, etc.—but most come from the St. Louis area and from elsewhere around the state. We also have racers who come from Illinois, Iowa, and many other states.

**How many volunteers are needed for the event?** 50-100. Volunteers include specialized positions like 20-30 safety boaters and on-shore safety, 20 or so judges, about a dozen timing & scoring volunteers, race registration, announcing, and medical personnel, plus additional people needed for concessions, race course setup & tear down, signage, canoe lift, boat carry, and many other activities.

**How many spectators do you expect?** The number of spectators varies depending on the weather. We usually have hundreds of spectators over two days, but can have thousands on a warm, sunny weekend. We've also seen an increase in spectators when an "Outdoors" article about the race appears in the *St. Louis Post Dispatch* a week ahead of the race.

**How long is the event?** The event has been a Sat-Sun weekend event, but in 2017 the plan is for a 3-day Fri-Sat-Sun event. There is an additional day of setup on Saturday the week before the race, and many people work on finishing the setup the Friday of race weekend.

**Are there any special events planned for the 50<sup>TH</sup> anniversary?** We are planning on encouraging some of our "old-timers" to use their oldest equipment for the downriver race. Since they are unlikely to be competitive, the plan is to have fun with it. As long as the water isn't too high, most old-timers have plenty of skill to run the downriver race. We are considering having a special class to recognize those folks. We normally include novices & kids in either event if they have the skill. We are also planning a "canoe poling" demo at Millstream Gardens to give recognition to one of our founding organizations.

**Will there be a kid's race?** We are considering that. Depending on the river level, we could have a special kid's race above the section with the biggest rapids. We always encourage youth in the sport and usually have competitors in their teens & preteens.

**Will the event founders be there?** We are working on inviting founders and prior participants/racers on doing that, although we do have limitations of how many racers we can accommodate on Sat-Sun. We are considering having a *VIP Tent* for some of our past participants, members and founders.

**What is the venue like?** The spectator area is a natural riverside with boulders and trails. Spectators sit at the largest rapid, called *Big Drop*, and watch the slalom race, or walk along the race course. The 2½ mile downriver race runs through the slalom venue and down the river to the Silver Mines campground area. People can watch the downriver race from the trail or from the riverside by the finish.

**Are there other events after each day of racing?** For 2017 we are adding a post-race celebration with live music, concessions, and an award ceremony on Friday night at the Pavilion at the finish of the Downriver race. We will also have our usual Saturday night Race Banquet at a local facility where we give out awards for Saturday's races. On Sunday, after the race is over and the venue is cleaned up, we will have a volunteer gift giveaway, raffle off two boats, and hand out awards at the Pavilion at the slalom race site.