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# 2023 SPONSORSHIP OPPORTUNITIES

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# 2023 Sponsorship Opportunities

Through September of 2022, the Cambridge Community Activities Program has had 65,132 individuals participate in a program. This number is how many times an individual participated in one of our programs on a daily basis. I want to share this number with you for two reasons. The first is to show how much of an impact your sponsorship can make. The second is to show you the analytics on how many potential eyes can see your business logo. This number is only the people participating in the program. It doesn't include family members that may be watching, opposing teams and their families, or even the eyes that may see a flyer or picture on our social media platforms. I am more than happy to sit down with you to talk more about the analytics or to go over each program and any questions you may have.

Thanks,  
Jordan Nichols  
Executive Director

## Our Mission

The Cambridge Community Activities Program encourages and promotes life-long wellness by providing a variety of high-quality recreational activities, learning opportunities, aquatics programs, and services to the broad Cambridge area community.

## How sponsorships can benefit you

Cambridge CAP provides the opportunity to not just promote your business with unique and affordable advertising, but also invest in the programs, parks and facilities in your community.

Take a look through this packet of sponsorship opportunities. Don't see a level that works for you? No problem! Customized and in-kind partnerships can be designed to meet all of your individual and business needs.

Contact: Jordan Nichols | (608) 423-8108  
jnichols@cambridge.k12.wi.us.

## Special Events Sponsorships

Organizations and Businesses that sponsor special events will receive free admission to that event.

Premier Sponsors will receive 6 admission tickets

Gold Sponsors will receive 4 admission tickets

Silver Sponsors will receive 2 admission tickets



# Special Events



## LAKE RIPLEY RIDE



The Lake Ripley Ride is an annual event that is held in July. The ride brings over 300 bikers from around Wisconsin into the Cambridge community. This event benefits the Cambridge CAP, as well as the Juvenile Diabetes Research Foundation.

### Premier Sponsorship- \$1,000

Benefits Include

- Logo recognition as a Premier Sponsor on all promotional materials including posters, social media, and website with link to sponsor site
- Large 4x6 Banner recognition as Premier Sponsor at the event
- Top, larger logo placement on the back of participant shirts
- Company promotional material included with swag bag (must be supplied with items)
- Complimentary registration for 3 employees and a 20% discount for additional employees

### Gold Monetary Sponsor- \$350

Benefits Include

- Logo recognition on all promotional materials including posters, social media, CAP brochure and website with link to sponsor
- Company logo displayed on a yard sign at event and on CAP website
- Large company logo on the back of all t-shirts
- 15% discount on registration for 2 or more employees registered for the event

### Silver Monetary Sponsor - \$200

Benefits Include

- Smaller logo recognition on all promotional materials including posters, social media, CAP brochure and website
- Smaller company logo on the back of all t-shirts
- Company promotional material included with swag bags

### Bronze Monetary Sponsor- \$100

Benefits Include

- Name listed on the back of all t-shirts
- Booth space at event

### Contributing Sponsor

This sponsorship type provides a service or product and will receive platinum, gold, or silver monetary level benefits based on value provided. Please contact CAP with specific ideas for sponsorship.



# TRY CAMBRIDGE TRI

The Try Cambridge Tri is a sprint distance triathlon held annually in August. The triathlon begins and ends at Ripley Park; however, the routes take the athletes along the shores of Lake Ripley, traveling scenic country roads, and through beautiful downtown Cambridge. We expect roughly 200-250 Midwestern athletes in attendance each year. Our goal is to bring people into the Cambridge area so that they enjoy all we have to offer and patronize local businesses after the event.



## Premier Sponsorship- \$1,000

Each year 2 premier sponsorship opportunities are offered  
Benefits Include

- Logo recognition as a Premier Sponsor on all promotional materials including posters, social media, and website with link to sponsor site
- 4 x 6 Banner recognition as Premier Sponsor at the event
- Top, larger logo placement on the back of participant shirts
- Company promotional material included with swag bag
- Complimentary registration for 3 employees and a 20% discount for additional employees

## Gold Monetary Sponsor- \$350

Benefits Include

- Logo recognition on all promotional materials including posters, social media, CAP brochure and website with link to sponsor
- Company logo displayed on a yard sign at event and on CAP website
- Large company logo on the back of all t-shirts
- Company promotional material included with swag bag
- 15% discount on registration for 2 or more employees registered for the event

## Silver Monetary Sponsor- \$200

Benefits Include

- Smaller logo recognition on all promotional materials including posters, social media, CAP brochure and website
- Smaller company logo on the back of all t-shirts
- Company promotional material included with swag bags

## Contributing Sponsor

This sponsorship type provides a service or product and will receive platinum, gold, or silver monetary level benefits based on value provided. Please contact CAP with specific ideas for sponsorship.



## Ties and Tiaras

This annual event held in February allows children the opportunity to enjoy an evening with a special adult in their life. After taking a year off due to COVID, we are excited to bring this family event back! The elementary school gym will be transferred into a magical space for children of all ages to enjoy. There will be a family friendly DJ, themed hors d'oeuvre table, and photo opportunities.

### Gold Sponsor \$200

Benefits Include:

- Logo recognition on all promotional materials including posters, newsletter articles, CAP website with link to sponsor



## Underwater Egg Hunt

This fun, family event provides Cambridge area families with an egg hunt unlike any other. Swimmers of all abilities will have the opportunity to collect eggs from the pool and receive treats for their efforts! This event takes place in April.

### Gold Sponsor \$200

Benefits Include:

- Logo recognition on all promotional materials including posters, social media, CAP website with link to sponsor



## Touch a Truck

Annually this event provides children with the opportunity to see the vehicles that fascinate them, up close and hands on. If you have a vehicle that you would like to be considered, please reach out.

### Gold Sponsor \$200

Benefits Include:

- Yard sign of company logo at the event
- Logo recognition on all promotional materials including posters, social media, CAP website with link to sponsor.





## Halloween Spooktacular

This family fun event is hosted at Ripley Park. Participants will come dressed in their best costume and enjoy a hayride, a haunted walk, mini pumpkin patch, face painting, games, and so much s'more!



### Gold Sponsor \$200

Benefits Include:

- Yard sign of company logo at the event
- Logo recognition on all promotional materials including posters, social media, CAP website with link to sponsor

## Christmas Gala

This adult event is hosted by CAP and the Cambridge Winery as a collaborative celebration for the Cambridge community. All proceeds from this event will benefit the Adopt a Child Program

### Gold Sponsor \$300

Benefits Include:

- Logo recognition on all promotional materials including posters, social media, CAP website with link to sponsor
- Logo recognition on all table centerpieces

## Breakfast with Santa

A Cambridge tradition! This fun, family event helps families celebrate the season with Santa, breakfast, crafts, pictures and more. The annual event is presented by the CAP, the Cambridge Fire Department, Dane County Sheriff's Office and the CHS girls' basketball team, and all proceeds are used to purchase Christmas gifts for underprivileged children in the Cambridge area.



### Premier Sponsor \$500

Benefits Include:

- Large logo recognition on all promotional materials including posters, CAP brochure, newsletter articles, social media and website with link to sponsor.
- Logo recognition at the event

### Silver Sponsor \$250

Benefits Include:

- Small logo recognition on all promotional materials including posters, CAP brochure, newsletter articles, social media and website.

# YOUTH ATHLETICS

## Recreational Soccer



**\$250** (per season)

Recreational soccer is a fun introductory program with roughly 80-100 participants per season. It is offered twice per year, in the spring and fall.

Benefits Include:

- Logo on participant/coaches shirts
- Logo in CAP brochure, team schedules and social media



## Blue Jay Volleyball Camp



**\$250**

In April annually, CAP works with the high school volleyball team to provide this fast pace, active and fun volleyball clinic to children in grades 3-8.

Benefits Include:

- Logo on participant/coaches shirts
- Logo in CAP brochure, social media, & website

## Youth Basketball FUNdamentals

**\$250**

FUNdamentals is a program where young athletes are introduced to the sport of basketball. The focus is on fun, exercise, and learning the basics of basketball.

Benefits Include:

- Logo on participant/coaches shirts
- Logo in CAP website, and social media,

## Spirit Clinic

**\$250**

Every February CAP partners with the high school spirit squad to offer a spirit clinic for children in grades 1-5. The spirit clinic is a great introduction to the sport of cheerleading, dance and poms. Participants will perform at halftime of varsity basketball game.

Benefits Include:

- Logo on participant shirts
- Logo in CAP brochure, social media & website

## 4th - 8th Grade Basketball

**\$250**

Throughout the winter months, we get the chance to host multiple of game days, where hundreds of people from all around the nearby towns and cities. Here is your chance to place your company logo for all to see at the scorer's table. So let's make this season a Slam Dunk!

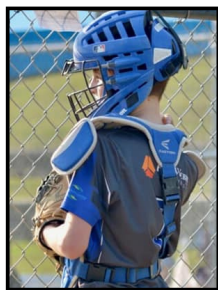
Benefits Include:

- Logo on a small banner in front of the scorer's table (minimum of 50 games)
- Logo in the game day flyers





## Little League Tournament



**\$100**

Hosted on the third weekend of June, during Father's Day Weekend, teams (including our own local teams) participate in a formatted recreation based tournament at the Nikolay Middle School fields.

Concessions, experienced umpiring, medals and a FUN atmosphere are what makes this event so great.

Benefits Include:

- Logo on registration paperwork, tournament schedules and all other promotional material
- Logo placed throughout the field during tournament weekend

## Little League Home Run Fence

**\$500**

Knock it out of the park with this sponsorship! Your company banner will be placed on the home run fence throughout the entire Little League season (May - July)

Benefits Include:

- Logo on a 4x 6' banner along the home run fence
- 4x 6' banner which you may keep (\$150 value)

## Coach Pitch and/or T-Ball



**\$250**

Coach Pitch and/or T-ball is a great introduction to the game of baseball. This program runs throughout June each summer.

Benefits Include:

- Logo on participant shirts
- Logo in CAP brochure, team schedules and social media



# YOUTH CENTER

The Cambridge CAP Youth Center is a free drop in program open to youth in grades 5-8. The Youth Center provides a safe place for youth to participate in positive social, recreational, educational, and community service activities under the supervision of professional staff. Generous donations, fundraising events, community support, and ongoing grants allow us to keep this drop-in program free for all participants.



## General Donation

Donations go towards everyday expenses to help keep this free and provide supplies for DIY, game upgrades and more.

Benefits Include:

- Logo recognition on all promotional materials including posters, newsletter articles, CAP website with link to sponsor

## After Hours Event

### \$100

Each year the Youth Center provides several safe evening activities for the kids to attend. In years past, we have had glow in the dark dodgeball, nerf gun wars, dances, and pool parties.

Benefits Include:

- Logo recognition on all promotional materials including posters, newsletter articles, CAP website with link to sponsor

## Lego League

### \$100

As a team, they will engage in research, problem-solving, coding, and engineering-building and programming a LEGO robot that navigates the missions during a competitive event. As part of Challenge, teams also design an innovative solution to a real-world problem relevant to the theme.

Benefits Include:

- Logo on participant shirts
- Logo in CAP brochure, team schedules and social media

# RIPLEY PARK

## Holiday Lights

A quaint light display designed to put everyone in the holiday spirit! Drive through the winter scenery in the comfort of your car. Approximately a half mile of lights and displays brighten up Ripley Park during the month of December.

## Gold Sponsor- \$200

Benefits Include

- Name and logo on a 18 x 24 yard sign
- Solo placement next to display
- Signage will be displayed a minimum time period of Thanksgiving - January 1



# FOOD PANTRY

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## Holiday Baskets

**\$100 Each Holiday**

Each year the Cambridge Food Pantry & Resource Center provides holiday meal baskets to families that live within the school district. These baskets bring a little more joy to the holiday seasons. Baskets are handed out for Easter, Thanksgiving and Christmas.

Benefits Include:

- Logo on signage at basket pick up
- Logo on CAP website and social media

## General Donation

Donations are critical for the Cambridge Food Pantry. We rely on the generous donations from individuals, organizations, and businesses to purchase food and supplies for clients.

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# SENIOR LUNCHEON

CAP Senior Luncheons are growing in popularity! Every month, CAP hosts 2 luncheons at various venues throughout Cambridge for our booming 55+ community. Luncheons feature delicious food, entertainment and lots of laughter!

## Event Sponsor- \$200

Benefits Include

- Large logo in CAP brochure, flyers, RSVP cards, and media posts. \*Large yard sign at event location



# AQUATICS



Blue Fins is a competitive youth swim team which emphasizes teamwork, individual motivation, self-esteem and fun. Swimmers improve their swimming skills, get great exercise, learn about competitive swimming and make new friends. The fall season runs mid September - December while the spring season runs mid December - February

## Session Sponsor (Fall or Winter)

**\$200**

Benefits Include:

- Logo posted on the CAP website, marketing material, newsletters and social media
- Logo on all heat sheets for all home meets

## Team sponsor (2022-2023 season)

**\$350**

Benefits Include:

- Logo posted on the CAP website, marketing material, newsletters and social media
- Logo on all heat sheets for all home meets
- Logo on the back of the Blue Fins team shirt



# CAP CARE

## Bye-Bye Buggy



The need in our community for quality affordable childcare has never been greater. CAP CARE has been working hard over the last 2 years to place our program in a position to meet the needs of our community. In 2021 we have expanded our program to include 3-year-old children. Along with that expansion has come changes to how we operate. CAP CARE is looking to purchase a Bye-Bye-Buggy that would allow our tiniest kiddos to enjoy going on walks through the community.

### Premier Sponsorship- \$500

- 7-inch logo printed as a sticker on the side of our Bye-Bye-Buggy
- Logo posted on the CAP website, newsletters & social media
- This is a multi year sponsorship, (the lifespan of the cart)

## Day Camp Sponsor

Summer Day Camp is more than just summer day care, it's an adventure! This state licensed Day Camp offers hands on activities that will provide children with fun, excitement, and learning opportunities. Children will take weekly field trips both in and outside the community. While on these trips they will learn how to be stewards of their community, build friendships, and learn about the world they live in.

### Premier Sponsor- \$400

- Large logo on the back of all the Day Camp shirts
- Logo on canvas bag for each child's field trip supplies
- Logo posted on the CAP website, marketing material, newsletters & social media, and a link to sponsor

### Gold Sponsor- \$250

- Smaller logo on the back of the Day Camp shirts
- Logo posted on the CAP website, marketing material, newsletters & social media



# PRESCHOOL ACTIVITIES

This preschool program is designed to give 3-4 year old children an opportunity to explore, invent, discover, create, share, and learn with other children. Every class will be divided into structured and open ended learning while focusing on fun. Free play, circle time, music, art, enrichment, story time, and movement will be incorporated every week! Children develop social skills and independence while parents are free to run errands feeling confident their child is in a safe environment. Help us provide special holiday activities for the kids for Halloween, Christmas, Valentine's Day and a Spring Egg Hunt!



## Gold Sponsor \$150

Benefits Include:

- Logo recognition on all promotional materials including posters, newsletter articles, CAP website with link to sponsor

## Sunshine Fund

Every year the Cambridge Community Activities Program provides financial assistance for participants through our Sunshine Fund. We believe strongly in providing recreational services and programs to all children who wish to participate, regardless of financial status. This separate fund allows children to participate in our recreational programs regardless of their family's financial hardships. We are able to do so through generous donations that support our Sunshine Fund account.

## CAP C.A.R.E. Cares Scholarship

We believe that all families should have access to safe, quality, affordable childcare, regardless of financial status. CAP CARE will attempt to provide opportunities for persons with financial hardship. The CAP CARE Cares scholarship has been set up that will help provide assistance to families who are struggling to pay for quality childcare. We are able to assist these families through generous donations that support the Cares Scholarship.



