

2024 SPONSORSHIP OPPORTUNITIES



www.cambridgecap.net

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CAP 2024 Sponsorship Opportunities

From the Director

Over the past year, the Cambridge Community Activities Program has seen an impressive participation of around 80,000 individuals in our various programs. This figure represents the daily involvement of individuals in our offerings. I'm sharing this number for two significant reasons. Firstly, to highlight the substantial impact your sponsorship can have. Secondly, to provide insight into the extensive exposure your business logo can receive. It's important to note that this figure only accounts for active participants and doesn't include family members, opposing teams and their families, or the wider audience reached through our social media platforms, flyers, and images. I'd be delighted to arrange a meeting to delve deeper into the analytics or to address any specific questions you may have about our programs.

Thanks,
Mark Schram
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.

CAP Spotlight 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.

Platinum Sponsor \$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 Sponsor \$500

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 Sponsor \$250

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 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.



Platinum Sponsor \$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 Sponsor \$500

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 Sponsor \$250

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 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.



Touch a Truck

This annual event promises fun for the whole family, offering both children and adults the chance to get up close and hands-on with the vehicles that captivate their imagination. If you have a vehicle you'd like to be part of this exciting experience, please let us know!

Platinum Sponsor \$1000

Benefits Include:

- 4'x6' banner of company logo at the event.
- Logo recognition on all promotional materials including posters, social media, CAP website with link to sponsor.

Gold Sponsor \$500

Benefits Include:

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

Silver Sponsor \$250

Benefits Include:

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



Bronze 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.

Cambridge Harvest Festival

Cambridge CAP is partnering with the Cambridge Deerfield Players to host a "spooktacular" event at Ripley Park! This family fun event features hayrides, a haunted walk, mini pumpkin patch, face painting, games, food trucks, fall themed vendors, costume contest with prizes and so much more! There's tons to do to entertain both kids and adults at this family friendly event.

Gold Sponsor \$500

Benefits Include:

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

Silver Sponsor \$250

Benefits Include:

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



Breakfast with Santa

A cherished Cambridge tradition! This delightful, family-oriented event enables families to embrace the holiday season with Santa, breakfast, arts and crafts, photography sessions, and more. This annual affair is a collaborative effort with CAP, the Cambridge Fire Department, the Dane County Sheriff's Office, and the CHS girls' basketball team. All proceeds from the event are dedicated to purchasing Christmas gifts for underprivileged children in the Cambridge community.

In 2022, Breakfast with Santa brought together nearly 500 adults and children, raising \$3,500, with an additional \$3,100 for the Adopt-a-Child program. This collective effort allowed us to brighten the lives of over 75 children in our community.

Since the inception of Breakfast with Santa, we've successfully raised over \$48,000 to ensure that underprivileged children in the Cambridge area receive meaningful Christmas gifts.

Gold Sponsor \$500

Benefits Include:

- Large logo recognition on all promotional materials including the CAP brochure, newsletter articles, social media and website with link to sponsor as well as a 16x20 poster at the event with your logo.



Silver Sponsor \$250

Benefits Include:

- Small logo recognition on all promotional materials including 12x18 poster, CAP brochure, newsletter articles, social media and website.

Contributing Sponsor

Benefits Include:

- Logo recognition on all promotional materials including a 16x20 or 12x18 poster at the event with your logo, newsletter articles, CAP website.

Christmas Gala

The Christmas Gala is a holiday event hosted by CAP and the Cambridge Winery as a collaborative celebration for the Cambridge community. This event is held in coordination with the Cambridge Christmas holiday events as a fun way for adults to come celebrate the start of the holiday season.

Gold Sponsor \$500

Benefits Include:

- Logo recognition on all promotional materials including posters, CAP brochure, newsletter articles, social media and website as well as sponsored table centerpieces at the event.



CAP Special Events

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.

Silver Sponsor \$250

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



Ties and Tiaras

This annual event held in February allows children the opportunity to enjoy an evening with a special adult in their life. 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. In 2023 we had the pleasure of hosting 96 adults and 159 students and children at this special event.

Gold Sponsor \$500

Benefits Include:

- Logo recognition on all promotional materials including a 16x20 poster at the event with your logo, newsletter articles, CAP website with link to sponsor.



Silver Sponsor \$250

Benefits Include:

- Logo recognition on all promotional materials including a 12x18 poster at the event with your logo, newsletter articles, CAP website.

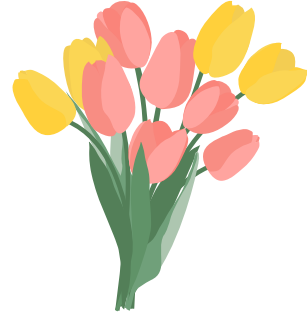
Spring Fling

This event will be held near the end of February and give middle school students in grades 6th-8th grade the opportunity to enjoy a chaperoned safe fun evening with friends. The middle school gym will be transferred into a magical space for students to enjoy. There will be a DJ, themed hors d'oeuvre table, and photo opportunities.

Gold Sponsor \$500

Benefits include:

- Logo recognition on all promotional materials including a 16x20 poster at the event with your logo, newsletter articles, CAP website with link to sponsor.



Silver Sponsor \$250

Benefits include:

- Logo recognition on all promotional materials including a 12x18 poster at the event with your logo, newsletter articles, CAP website.

Contributing Sponsor

Benefits include:

- Logo recognition on all promotional materials including a 12x18 poster at the event with your logo, newsletter articles, CAP website.

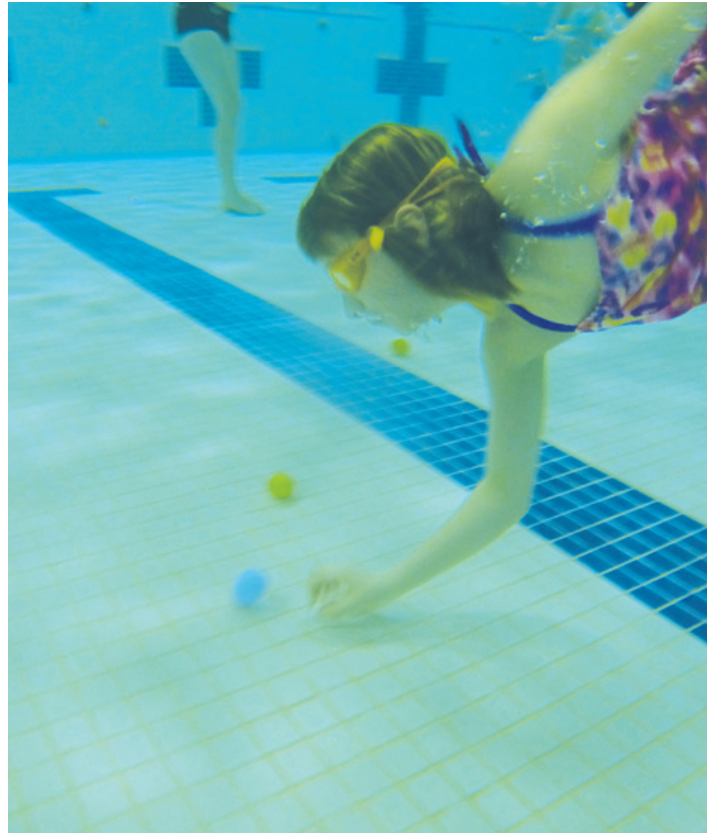
Underwater Egg Hunt

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.

Silver Sponsor \$250

Benefits Include:

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



CAP Youth Baseball

Little League/Pony/Teener Baseball Team Sponsors (6 separate sponsorship opportunities available)

\$600

CAP is in need of new uniforms for the upcoming season. Here is your chance to sponsor your very own CAP Youth Baseball team!

Benefits Include:

- Business name/logo on the back of a set of jersey tops for sponsored team.
 - A keepsake jersey for each sponsoring business.
 - 3 years of a guaranteed sponsorship!
-

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.
 - 4' x 6' banner which you may keep (\$150 value).
-

Coach Pitch /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.
-



Little League Tournament

\$250

Hosted on the fourth weekend of June, 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.
-

CAP Youth Athletics



Recreational Soccer Per season (Spring or Fall) \$250

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.

Sponsor a Field Soccer or Flag Football (Spring or Fall) \$250

Show your community pride and support by sponsoring a field during Spring or Fall Soccer or Flag Football.

Benefits Include:

- Logo on large yard signs at all season-sponsored games.
- Logo in CAP brochure, team schedules and social media.

4th - 8th Grade Basketball \$250

During the winter months, CAP hosts multiple game days, visited by hundreds of people from nearby towns and cities. Place your company logo for all to see at the scorer's table. 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, home games only).
- Logo in the game day flyers (home games only).

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.

CAP Youth Athletics

Cambridge/Deerfield United Soccer Clinic \$100

In May, Members of the Cambridge/Deerfield United soccer team and coaching staff host a youth soccer clinic for children 2-8.

Benefits include:

- Logo on participant shirts, CAP brochure, social media and website.

Spirit Clinic \$250

Every February CAP partners with the high school spirit squad to offer a spirit clinic for kids grades 1-5. This is a great introduction to cheerleading, dance and poms. Participants will showcase what they've learned by performing during halftime at a varsity basketball game.

Benefits include:

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



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.

CAP Aquatics

Community Pool

The Cambridge Area Community Pool, located in the Cambridge Elementary School, is managed by Cambridge CAP. This beautiful facility offers eight lanes at 25 yards each, and a thirteen foot diving well. The pool is open year round to both residents of the Cambridge School District and non-residents. We offer swim lessons, certification courses, open and lap swim, water fitness classes, swim team and much more!



Platinum Sponsor \$1000

Benefits include:

- Logo on 4' x 6' Vinyl Banners hung in pool area.
- Logo included in CAP brochure and on Aquatics page on CAP website.

Gold Sponsor \$750

Benefits include:

- Logo on 2' x 4' Vinyl Banners hung in pool area.
- Logo included in CAP brochure and on Aquatics page on CAP website.



Blue Fins Swim Team

Blue Fins is a competitive youth swim team emphasizing teamwork, motivation, self-esteem and fun. Swimmers improve their swimming skills, get great exercise, learn about competitive swimming and make new friends. Fall season runs mid September - December, Spring season runs mid December - February.

2023-2024 Season (Sept-Feb. 2025)

Gold Sponsor \$500

Benefits Include:

- Logo on the CAP website, marketing materials, newsletters & social media.
- 1' x 2' vinyl sign next to scoreboard.
- Logo on the back of the Blue Fins team shirt.

CAP Youth Programs



YOUTH CENTER

The Cambridge CAP Youth Center is a *FREE* drop in program open to youth in grades 5th-8th with over 95 students registered for the 2023-2024 school year. 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.

Gold Sponsor \$500

Benefits Include:

- Logo posted on the CAP website, marketing material, newsletters & social media.
- Logo on 16x20 poster outside of the Youth Center in the Nikolay Middle School

Silver Sponsor \$250

Benefits Include:

- Logo posted on the CAP website, marketing material, newsletters & social media.
- Logo on a 12x18 poster outside of the Youth Center in the Nikolay Middle School.

CAP SUMMER DAY CAMP SUN & SAFETY



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. During the summer 2023 we served over 80 children taking them on 12 out of town field trips and nearly 24 in town field trips. While on these trips they will learn how to be stewards of their community, build friendships, and learn about the world they live in. This year we have expanded the age of our Day camp to include children who are going into 4K next year.

Gold Sponsor \$500

Benefits include:

- Logo posted on the CAP website, marketing material, newsletters & social media.
- Logo on a 16x20 poster outside of the CAP CARE rooms.
- Logo on the back of the Day Camp shirts & canvas bags.

Silver Sponsor \$250

Benefits include:

- Logo posted on the CAP website, marketing material, newsletters & social media.
- Logo on a 12x18 poster outside of the CAP CARE rooms.
- Logo on the back of the Day Camp shirts.

Bronze Sponsor \$150

Benefits include:

- Logo posted on the CAP website, marketing material, newsletters & social media.
- Logo on a 11x14 poster outside of the CAP CARE rooms.
- Logo on the canvas bags.



FIRST FRIENDS

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 in various ways. 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 holiday such as Halloween, Christmas, Valentine's Day, and a Spring Egg Hunt by becoming a Holiday sponsor.



Silver Sponsor \$250

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.



SNOW ‘STRAVAGANZA

The FREE family event is co-hosted with CAP and the Cambridge Wellness Collaborative and takes place at the Severson Learning Center. Families can spend the afternoon ice skating, sledding, snowshoeing, walking the trails, or enjoying hot cocoa by the fire.

Sponsor \$100

Benefits Include:

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



S.E.A. DAY

Social and Emotional Awareness Day

This event is specifically designed for students from Nikolay Middle School. SEA Day aims to highlight the significance of social and emotional well-being in the lives of our students, their friends, and family members. It also seeks to enhance each student's understanding of crucial social and emotional subjects, including the support and resources accessible within the Cambridge Community. Every student will be provided with a drawstring backpack to gather valuable information and resources throughout the event.

Gold Sponsor \$150

Benefits Include:

- Logo on CAP recognition on all promotional materials including drawstring bags, posters, social media, CAP website with link to sponsors.

Silver Sponsor \$75

Benefits Include:

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



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!

Silver Sponsor \$250

Benefits Include:

- Large logo in CAP brochure, flyers, newspaper and social media posts.



FOOD PANTRY

Each year the Cambridge Food Pantry & Resource Center provides holiday meal baskets at Thanksgiving, Christmas and Easter 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.

Gold Sponsor \$250

Thanksgiving, Christmas or Easter Holiday Baskets

Benefits Include:

- Logo on CAP website and social media and recognition in CAP Brochure.



