



Chequamegon Area  
Mountain Bike Association

## 2023 Seeley Big Fat

Saturday, January 21, 2023 | Seeley, WI



CAMBA is a 501(c)(3) nonprofit organization, and is responsible for the development and management of a regional mountain bike trail system of over 130 miles, and over 200+ miles of gravel routes. The CAMBA trails lie in and around the beautiful Chequamegon-Nicolet National Forest as well as in the Bayfield and northern Sawyer County Forests – nearly a million acres in which to ride your mountain bike or your gravel bike. Trails are based in the towns of Bayfield, Cable, Hayward, Namakagon and Seeley!

CAMBA takes its responsibility as a steward of the environment very seriously and is committed to sustainable trail development – trails that will withstand years of regular use without degrading or promoting erosion. All new trails are designed and constructed to International Mountain Bike Association (IMBA) best practices.

Area cyclists have created the CAMBA trail system and mapped CAMBA gravel routes to make this vast, unique area available to everyone. We hope you enjoy the riding and join with us in preserving this resource. CAMBA encourages you to ride safely, wear a helmet and respect the environment.



## 2023 Seeley Big Fat Fact Sheet

- Who:** Chequamegon Area Mountain Bike Association
- What:** The Seeley Big Fat Race is a low-key, self-supported, 14-mile winter fat bike race plus a 6-mile option on the Seeley Hills bike and ski trails. We are a grass-roots winter experience with a warm after party to share your fun with others.
- When:** Saturday, January 21, 2023
- Where:** Seeley, WI
- Why:** The Seeley Big Fat Race is hosted by CAMBA and benefits its winter grooming efforts of maintaining over 70 miles of groomed winter trails.
- We expect up to 125 racers. The biggest sponsorship benefit is your company name will reach our 4,100 newsletter subscribers, 2,200 Instagram followers, 6,700 Facebook followers and 38,000 annual website visitors.

Chequamegon Area Mountain Bike  
Association  
PO Box 141, Cable, WI 54821  
[executivedirector@cambatrails.org](mailto:executivedirector@cambatrails.org)  
[www.cambatrails.org](http://www.cambatrails.org)





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### Sponsorship Levels

#### **\$5,000 Title Sponsor (\$5,000 Cash)**

- Name in Event Title
- All benefits of a Presenting Sponsor with your name listed in title

#### **\$1,000 Presenting Sponsor (\$1,000 Cash)**

- Promotional posters
- Events & Clinics listing on the website
- Seeley Big Fat Race webpage
- Newsletters and social media leading up to the race
- 3 complimentary entries into the Seeley Big Fat Race

#### **\$500 Supporting Sponsor (\$500 Cash or \$1,000 In-Kind)**

- Promotional posters
- Seeley Big Fat Race webpage
- 2 complimentary entries into the Seeley Big Fat Race

#### **\$250 Contributing Sponsor (\$250 Cash or \$500 In-Kind)**

- Promotional posters
- Seeley Big Fat Race webpage
- 1 complimentary entry into the Seeley Big Fat Race

### Underwriting Opportunities

- Seeley Big Fat Race Hat Sponsor
- Soup Sponsor
- Cocoa & Coffee Sponsor
- Cookie Sponsor
- After Party Beer Sponsor
- Raffle Swag Sponsor



# 2023 SEELEY BIG FAT RACE SPONSORSHIP AGREEMENT

Please return the completed agreement of your preference to:

- U.S. Mail: CAMBA, P.O. Box 141, Cable, WI 54821
- Email: [executivedirector@cambatrails.org](mailto:executivedirector@cambatrails.org)
- See our [Sponsorship Policy](#) regarding cash and in-kind payments

Sponsorship Level (Check the box with your preference)

- ☐ Title Sponsor \$5,000 Cash
- ☐ Presenting Sponsor \$1,000 Cash
- ☐ Supporting Sponsor \$500 Cash (or \$1,000 In-Kind)
- ☐ Contributing Sponsor \$250 Cash (or \$500 In-Kind)
- ☐ Underwriting Sponsor

Date	
Signature	
Your Name	
Title	
Business Name	
Address	
City, State, Zip	
Phone	
Email Address	
Website	
Details of In Kind Sponsorship	

Thank you! Your support enables CAMBA to grow, and by partnering with you and our passionate community of sponsors, donors and members, it has propelled CAMBA trails to be a premier off-road riding area in the Midwest and nation. We would love having you make an important difference in CAMBA's mission and community.

If you have questions or would like to discuss your sponsorship preference, please contact us at [executivedirector@cambatrails.org](mailto:executivedirector@cambatrails.org)



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