

# CAMBA

Chequamegon Area  
Mountain Bike Association

## 2023 Sponsorship Opportunities and Promotional Benefits

Introduce Your Business to Thousands of Prospective Customers Who Are Biking and Silent Sports Enthusiasts in the Midwest and Nation



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)





On our 30th Anniversary year, we welcome you to this attractive opportunity to sponsor the Chequamegon Area Mountain Bike Association ([CAMBA](#)) for 2023! Be a sponsor and help further CAMBA's mission to build community through trails and to enhance our vision of being the Premiere Midwest Off-Road Riding Destination. CAMBA is a nonprofit, tax exempt 501(c)(3) volunteer organization. We are responsible for the development and management of a regional mountain bike trail system of over 130 miles of singletrack, with 70 miles of groomed winter trails and over 300 miles of mapped gravel routes.

Your support, along with that of our passionate community of sponsors, donors, and members, will enable CAMBA to achieve a cyclist's playground of riding, enjoyed annually by over 35,000 silent sport enthusiasts from across the nation. In addition to the trail achievements listed above, CAMBA initiatives and achievements include:

- A sustainable organization powered by fundraising, donations, events and membership growth
- A focused vision of trail stewardship through maintenance, enhancement, modernization and sustainability
- An increased economic impact of \$8 million annually in Bayfield and Sawyer Counties
- A social media, newsletter, and web presence viewed and subscribed to by thousands of followers
- Creating a premier destination as described in Outside Magazine's "[25 Best Winter Trips in the World](#)"!

### **We invite you to support CAMBA in 2023!**

With your 2023 support at one of the levels listed in the attachment, not only will you help enhance CAMBA's vision, but your CAMBA sponsorship can help you! Our sponsorship program can help provide promotional benefits that drive traffic to your business, and can include:

- Your logo on CAMBA's trailheads, website, newsletters and social media posts
- Your story in CAMBA's newsletters and social media posts
- Sponsorship highlighted at CAMBA events/clinics
- Free registration for you to participate in either our Seeley Big Fat or Chequamegon 100 event

### **What can you expect in 2023...**

Our sponsorship program for 2023 includes:

- Sponsorship period is now a calendar year to enable sponsors to budget in the fall for the coming year
- Multiple promotional benefits at Gold, Platinum, Titanium and Partner levels
- Opportunity to exclusively sponsor the popular and widely distributed [Trail Guide](#) or Trail Crew Truck
- Sponsor CAMBA's [educational programs](#) for Women's, Men's and Kids Mountain Bike Clinics or become a Presenting or Supporting Sponsor for one of our other [events](#)

### **See attachment for information on all levels of Sponsorship Opportunities and Promotional Benefits.**

With 2023 being our 30th Anniversary, CAMBA has an exciting year planned, and we greatly value and appreciate your continuing support! If you'd like to join us in making an important difference in CAMBA's mission and community, please send the completed sponsorship agreement attached with your preferred 2023 level. Agreements received in 2022 will be invoiced in 2023 unless you request otherwise.

If you have questions or would like to discuss your sponsorship preference, please feel free to contact me.

Gratefully,

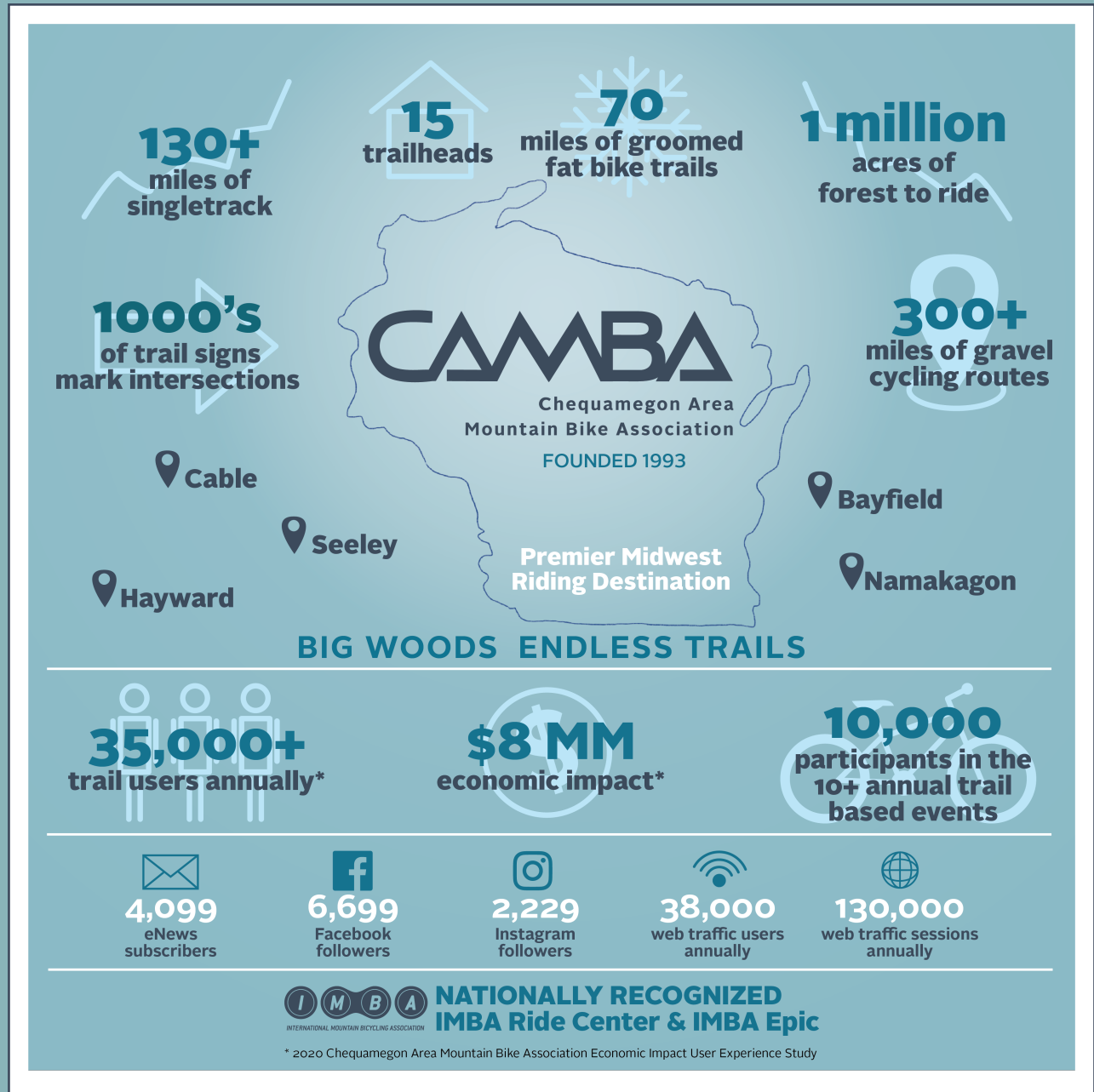
Bert Jackson

Executive Director

CAMBA

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**CAMBA** TRAILS





# SPONSORSHIP OPPORTUNITIES and PROMOTIONAL BENEFITS

## ANNUAL SPONSORSHIPS - Benefits are for one year beginning January 1

LEVEL	BENEFITS
Silver \$500	<ul style="list-style-type: none"> <li>Logo in sponsor section of CAMBA website</li> <li>Sponsor door/window decal</li> <li>Sponsorship highlighted at annual membership meeting</li> <li>Fifth largest prominence of logo on sponsor listing at all CAMBA trailheads and website</li> </ul>
Gold \$1,000	<ul style="list-style-type: none"> <li>All Silver level benefits</li> <li>Logo linked to your website from CAMBA website</li> <li>CAMBA social media accounts will share one of your posts per month that include #cambatrails</li> <li>1 feature in CAMBA's e-newsletter <u>and</u> 1 social media post of <u>your provided</u> story, ad, news, sale, event, coupon or other content and images</li> <li>Fourth largest prominence of logo on sponsor listing at all CAMBA trailheads and website</li> </ul>
Platinum \$2,500	<ul style="list-style-type: none"> <li>All Gold level benefits</li> <li>Logo placement in CAMBA e-newsletter</li> <li>2 features in CAMBA's e-newsletter <u>and</u> 2 social media posts of <u>your provided</u> story, ad, news, sale, event, coupon or other content and images</li> <li>Third largest prominence of logo on sponsor listing at all CAMBA trailheads, website and e-newsletter</li> </ul>
Titanium \$5,000	<ul style="list-style-type: none"> <li>All Platinum level benefits</li> <li>3 features in CAMBA's e-newsletter <u>and</u> 3 social media posts of <u>your provided</u> story, ad, news, sale, event, coupon or other content and images</li> <li>1 free registration to the popular Seeley Big Fat or Chequamegon 100 event</li> <li>Second largest prominence of logo on sponsor listing at all CAMBA trailheads, website and e-newsletter</li> </ul>
Partner \$10,000	<ul style="list-style-type: none"> <li>All Titanium level benefits</li> <li>4 features in CAMBA's e-newsletter <u>and</u> 4 social media posts of <u>your provided</u> story, ad, news, sale, event, coupon or other content and images</li> <li>2 free registrations to the popular Seeley Big Fat and/or Chequamegon 100 event</li> <li>Top and largest prominence of logo on sponsor listing at all CAMBA trailheads, website and e-newsletter</li> </ul>

## TRAIL GUIDE: EXCLUSIVE SPONSORSHIP OPPORTUNITY

Trail Guide Sponsor  \$3,500	<ul style="list-style-type: none"> <li>Exclusive sponsorship of popular and widely distributed <a href="#">Trail Guide</a></li> <li>Exclusive sponsor logo layout on back outside cover page</li> <li>5,000 color copies of 4" x 9" booklet, distributed to local and regional information centers, businesses, resorts, bike/sport shops, and at CAMBA's trailheads. Also included in orders for maps sets</li> </ul>
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## TRAIL CREW TRUCK: EXCLUSIVE SPONSORSHIP OPPORTUNITY

Truck Sponsor  \$3,500	<ul style="list-style-type: none"> <li>Exclusive sponsorship of the CAMBA Trail Crew Truck to fuel trail work</li> <li>Your logo on two truck doors for the 2023 year and with the text "CAMBA Trail Crew Fueled by Your Company Name"</li> </ul>
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## EVENT & EDUCATIONAL PROGRAM SPONSOR

Educational Program or Event Sponsor  \$250 - \$1,000	<ul style="list-style-type: none"> <li>Sponsor CAMBA's <a href="#">educational programs or events</a>. Presenting sponsorship of programming earns "Presented by Your Company Name" - available for two Women's Clinics, a Men's Clinic, the CAMBA Kids Mountain Bike Camp, the Seeley Big Fat, Chequamegon 100, or our Global Fat Bike Day Celebration. Provides access to CAMBA's entire audience through promotion of the programs, but also introduces your brand to mountain bikers across all ages. See individual cut sheets for our <a href="#">educational programs or events sponsorship opportunities</a>.</li> <li>Presenting Sponsor at \$1,000, Supporting Sponsor at \$500, Contributing Sponsor at \$250</li> </ul>
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# 2023 SPONSORSHIP AGREEMENT

- Agreements received in 2022 will be invoiced in 2023 unless otherwise requested
- Annual sponsorship benefits begin on January 1
- Event Presenting Sponsorships may be subject to availability
- See our [Sponsorship Policy](#) regarding cash and in-kind payments

Sponsorship Level (Check the box with your preference)

- ☐ Silver \$500
- ☐ Gold \$1,000
- ☐ Platinum \$2,500
- ☐ Titanium \$5,000
- ☐ Partner \$10,000
- ☐ Trail Guide – Exclusive Sponsor \$3,500
- ☐ CAMBA Trail Crew Truck – Exclusive Sponsor \$3,500
- ☐ Educational Programs Sponsor (Provide sponsor level and clinic of interest)
- ☐ Event Sponsor (Provide sponsor level and event of interest)

Signature & Date	
Your Name & Title	
Business Name	
Address	
City, State, Zip	
Phone	
Email Address	
Website	

- Please return the completed agreement to:
  - U.S. Mail: CAMBA, PO Box 141, Cable, WI 54821
  - Email: [executivedirector@cambatrails.org](mailto:executivedirector@cambatrails.org)

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 2023 sponsorship preference, please contact us at [executivedirector@cambatrails.org](mailto:executivedirector@cambatrails.org)



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