

BIG WOODS ENDLESS TRAILS.

CAMBA

CHEQUAMEGON AREA MTN BIKE ASSOC



2024 Chequamegon 100

Saturday, June 22, 2024 :: CAMBA Trails | Hayward - Seeley - Cable - Namakagon



CAMBA is a 501c3 nonprofit organization located in Northern Wisconsin, 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. 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. New trails are designed and constructed to International Mountain Bike Association (IMBA) best management practices. Area cyclists have created the CAMBA trail system and mapped CAMBA gravel routes to make this vast, unique area available to everyone.

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.

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2024 Chequamegon 100 Race Fact Sheet

Who: Chequamegon Area Mountain Bike Association

What: The Cheq 100 is a challenging, self-supported MTB race that showcases CAMBA's South Trails. With multiple distance options (100mi, 65mi, 30mi, & 15mi) and a new team event, there is something for everyone at this year's race.

When: Saturday, June 22nd, 2024

Where: CAMBA Trails, starting and finishing at 00

Why: CAMBA is honored to carry on the tradition of one of the Midwest's most iconic mountain bike endurance races- the Chequamegon 100.

The Cheq 100 was the first endurance event to be held on the CAMBA system trails, and it is one that the local MTB community continues to take pride in to this day. Based on the self-supported ethos that has gained popularity in mountain bike racing over the past decade, the Cheq 100 is a full-day adventure that takes preparedness, grit, and determination to complete.

Endurance races on the scale of the Cheq 100 take time and resources to pull off, and your sponsorship is key to the continued success of this event. Your sponsorship of this event will benefit your company by reaching 4,100 newsletter subscribers, 2,200 Instagram followers, 6,700 Facebook followers and 38,000 annual website visitors. Not to mention the 150-200 racers and their support teams that will be at the event.

Chequamegon Area Mountain Bike Association
PO Box 141, Cable, WI 54821
executivedirector@cambatrails.org
www.cambatrails.org

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Sponsorship Levels

Title Sponsor = \$5,000 Cash

Name in Event Title

All benefits of a Presenting Sponsor with your name listed in title

Presenting Sponsor = \$1,000 Cash

Logo on number plates, promotional posters, & T-shirts

Events & Clinics listing on the website

Chequamegon 100 Race webpage

Newsletters and social media leading up to the race

3 Complimentary entries into the Chequamegon 100 Race

Supporting Sponsor = \$500 Cash or \$1,000 In-Kind

Logo on T-shirt & promotional posters

Chequamegon 100 Race webpage

Social media posting leading up to the race

2 Complimentary entries into the Chequamegon 100 Race

Contributing Sponsor = \$250 Cash or \$500 In-Kind

Logo on promotional posters

Chequamegon 100 Race webpage

1 Complimentary entry into the Chequamegon 100 Race

Underwriting Opportunities

Food Sponsor

After Party Beer Sponsor

T-Shirt Sponsor

Raffle and/or swag sponsor

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2024 Chequamegon 100 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
- See our Sponsorship Policy regarding cash and in-kind payments

Sponsorship Level (Check the box with your preference)

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

Name: _____

Title: _____

Business Name: _____

Address: _____

Phone: _____

Email Address: _____

Website: _____

Details of In Kind Sponsorship: _____

Signature & Date: _____

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

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