



*Making sport, fitness, & recreation
accessible to people of all abilities*

2025 SPONSOR & DONOR PACKET



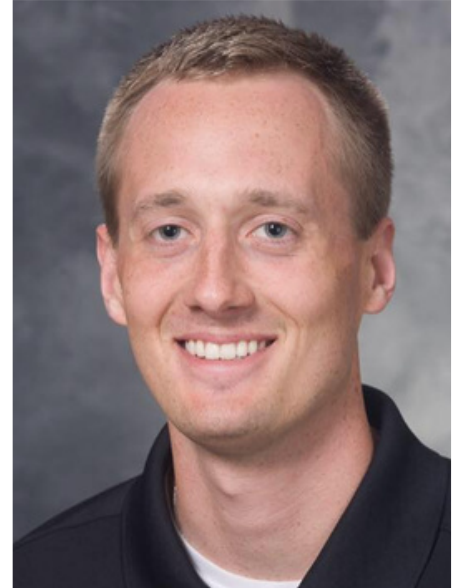
WWW.DAIRYLANDSPORTS.ORG

A Message from the Founders

Jake Graboski & Deb Jenks co-founded Dairyland Sports in 2017, following the successful inaugural Dairyland Games in 2016 - Wisconsin's first multi-sport competition offering youth with disabilities the opportunity to qualify for Move United Nationals. Dairyland Sports was established as a 501(c)3 nonprofit, and currently serves as a vessel to advocate, educate, and create adaptive sports & fitness programming to meet the unique needs of individuals with disabilities across the state of Wisconsin.

Jake and Deb both work in healthcare for their day jobs, as a physical therapist and athletic trainer, respectively, and through their professional experiences they recognized that individuals with disabilities lack appropriate representation and support in the healthcare, sport, and fitness community.

Dairyland Sports was established as a way to ensure that individuals living with a disability are appropriately represented, included, and empowered to meet their full potential through participation in sport, fitness, & recreation across the lifespan.



JAKE GRABOSKI
EXECUTIVE DIRECTOR



DEB JENKS
DIRECTOR OF EVENTS

Empowering the Community



Dairyland Sports operates as a 501(c)3 charitable organization, led by a Board of Directors and Leadership Team with diverse experiences. Dairyland Sports empowers our community through 3 foundational pillars:

1

Education

Providing education & community resources aimed to improve awareness and acceptance of adaptive sport, fitness, & recreation.

2

Advocacy

Advocating for the rights of individuals with disabilities to access sport through topics of diversity, equity, & inclusion.

3

Creation

Creating, uplifting, and supporting innovative and competitive sports programming for individuals with disabilities.

Make A Difference, Today!

Consider making an investment to support current and future adaptive athletes in Wisconsin through a charitable donation, event sponsorship, equipment donation, or volunteering with Dairyland Sports!



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Volunteer

Register as a volunteer to give your time and talents to your community. Opportunities available for event volunteers, leadership positions, board of directors, and more!



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Monetary Donation

Create a lasting impact through a one-time or recurring donation to Dairyland Sports. Save on year-end taxes via charitable donation - proceeds directly support our mission!



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Event Sponsorships

Take advantage of our generous marketing & advertisement packages, while supporting the health and wellness of individuals with disabilities right in your own community!



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Equipment

Adaptive sports & fitness equipment is 5-15 times more expensive than traditional sporting equipment. Help us build our equipment inventory for use in our local events & programs.

Volunteer with Us!

Register today to volunteer with Dairyland Sports for our upcoming events, programs, or leadership positions within the organization. No prior experience is necessary! Check out below!

Dairyland Games (track, field, swimming, powerlifting)

- 75+ volunteers (ages 13+)
- Registration table, track & field pit assistants, powerlifting assistants, swimming timers, door greeters, and more!

MadCity Invitational (wheelchair basketball)

- 60+ volunteers (ages 13+)
- Registration table, time-clock manager, scoring sheet manager, door greeters, and more!

Fitness Foundations (group fitness & strength training)

- 10+ volunteers (ages 18+)
- Assisting with group exercise programs for youth and adults with disabilities in local Greater Madison community

Track, Field, & Adaptive & Wheelchair Tennis

- 30+ volunteers (ages 18+)
- Assisting local adaptive athletes with various sport specific skills in track, field, swimming & tennis. Great for pre-health students!

“My daughter was ‘volun-told’ to volunteer with Dairyland Sports at the MadCity Invitational recently. What an amazing experience! My daughter told me how special this experience was for her - watching the athletes persevere really made her rethink a few things about physical appearance and physical ability. It was a very important conversation. We didn't know anything about the organization before, but now we will absolutely follow and cheer!”



Monetary Donations

Take direct control of your donations, and designate exactly where you want to make a difference with your spending.



General Support Fund

Contributions made to the General Support Fund will be allocated to areas of top organizational needs, aimed at furthering the mission to improve access to sport for individuals of all abilities and experiences.

Gregg Baumgarten Legacy Fund

Contributions made to the Gregg Baumgarten Legacy Fund will support educational development of locally trained sport leads, officials, classifiers, and event organizers to ensure long-term sustainability of adaptive sports in Wisconsin for years to come!

Programs & Events Fund

Contributions made to the Programs & Events Fund will support costs associated with creation, or continuation, of adaptive sport & fitness programming hosted by Dairyland Sports.

Sports Equipment Fund

Contributions made to the Sports Equipment Fund will support purchasing new or gently used adaptive sports & fitness equipment utilized in Dairyland Sports local programming.

Sanctioned Event Sponsorship

Make a lasting impact by supporting our efforts to improve access to sport, fitness, & recreation for individuals with disabilities.

Sponsor tiers listed below include sponsorship of Dairyland Games and MadCity Invitational - Wisconsin's premier sanctioned adaptive sports events qualifying athletes for national competition!



Diamond Sponsor - \$10,000

- 1st Tier Logo Placement on Event Sponsor Signage
- Logo & Hyperlink on Dairyland Sports Website Home Page
- Opportunity for Sponsor Signage at Premiere Location at Sanctioned Events (Finish Line, Gate Entrance, etc.)
- Partnered Social Media Collaborative Posts for 1 Year (4 total)
- Premiere Vendor Booth Placement at Sanctioned Events
- Ala Carte Options: **Unlimited (see next page)**

Gold Sponsor - \$6,000

- 2nd Tier Logo Placement on Event Sponsor Signage
- Logo & Hyperlink on Dairyland Sports Website Home Page
- Premiere Vendor Booth Placement at Sanctioned Events
- Ala Carte Options Included: **Up to 5 (see next page)**

Silver Sponsor - \$4,000

- 3rd Tier Logo Placement on Event Sponsor Signage
- Logo & Hyperlink on Dairyland Sports Website Home Page
- Vendor Booth at Sanctioned Events
- Ala Carte Options: **Up to 3 (see next page)**

Bronze Sponsor - \$2,000

- 4th Tier Logo Placement on Event Sponsor Signage
- Ala Carte Options Included: **Up to 2 (see next page)**

Friends of Dairyland - \$1000

- 5th Tier Name on Sanctioned Event Signage

Sponsor Ala Carte Options

Sponsor Benefit	Eligibility
Full Page Ad in Event Program	*Diamond & Gold Sponsors Only*
1/4 Page Ad in Event Program	*Silver & Bronze Sponsors Only*
Social Media Posts (1 per event) for Sponsor Recognition	All Levels Eligible
Ads/Giveaways in Athlete Swag Bags	All Levels Eligible
Vendor Booth at Dairyland Games (May, 2025)	*Diamond, Gold, & Silver Sponsors Only* *\$500 add-on fee for all other vendors/sponsors*
Vendor Booth at Mad City Invitational (December, 2025)	*Diamond, Gold, & Silver Sponsors Only* \$500 add-on fee for all other vendors/sponsors*
E-Newsletter Sponsor Spotlight (1 per year)	All Levels Eligible
PA Announcement Naming Sponsor at Sanctioned Event	All Levels Eligible

Equipment

Did you know that adaptive sports equipment is 5-15x more expensive than traditional sports equipment? This means that many athletes, families, and even our nonprofit can experience financial barriers in securing necessary equipment for participating in sport! You can help Dairyland Sports break down these barriers through helping us purchase equipment, or donating gently used equipment. Check out the equipment categories below!



Large Sports Equipment

Race wheelchairs (\$3,500); Field Throwing Frame (\$1,500); Wheelchair Basketball Chair (\$3,000); Para Powerlifting Bench (\$3,500); etc.



Sports Supplies

Walkie Talkies, Powerlifting Chalk, Field Marking Paint, Shot Put, Discus, Javelin, clipboards, etc.



Group Fitness Supplies

Resistance bands, medicine balls, adaptive grip aides, small dumbbells, agility ladder, cones, etc.



Thank You for Supporting!

Contact: info@dairylandsports.org



www.dairylandsports.org/give