



**2022 SPONSORS & DONORS PACKET**

### ***What is Dairyland Sports?***

Dairyland Sports is a 501(c)3 nonprofit organization based out of Madison, Wisconsin, with a mission to engage and empower individuals of all ages, physical abilities, and experiences to improve their health and well-being through participation in sports, fitness, and recreation. Founded in 2017, Dairyland Sports has developed strategic relationships with both local and national adaptive sports organizations and community business partners to advocate for adaptive athletics in Wisconsin and to ensure each athlete is provided with the best opportunity to achieve their full personal and athletic potential. Ultimately, our aim is to become the “central hub” for Wisconsin adaptive sports – a place where adaptive athletes and families will be supported, educated, and referred to top-notch resources & programming in the adaptive sports & fitness community.

### ***How Did Dairyland Sports Begin?***

Dairyland Sports was officially incorporated as a tax-exempt 501(c)3 organization in December 2017. However, our local organizing committee was established well before that time. In May of 2016, our team collaborated with Adaptive Sports USA national chairman, Gregg Baumgarten, to create the Dairyland Games – Wisconsin’s first and only regional sanctioned event allowing youth athletes with physical and/or visual disabilities the opportunity to qualify for Adaptive Sports USA Junior Nationals (now Move United Junior Nationals). The first Dairyland Games was held at Sauk Prairie High School with 16 athletes competing in various track and field events. Just three years later in 2019, Dairyland Games proudly hosted over 75 athletes from 8 states across the Midwest with over 350+ event entries in swimming, track, and field. In addition, athletes and community members were invited to participate in a variety of free interactive clinics and exhibitions including para taekwondo, wheelchair basketball, powerlifting, cheerleading, and more! Throughout our existence, many Dairyland Games participants have qualified for national and international competition, setting national records in the process! Most importantly, however, Dairyland Games serves as a unique opportunity for individuals of all physical abilities and experience levels to find friendship, camaraderie, develop healthy fitness habits, and enjoy high quality competition in an inclusive and supportive environment.

Due to the tremendous growth and support we have received in only a few years of hosting the Dairyland Games, our team recognized the need to establish a nonprofit organization to expand our mission and make an even bigger impact in the adaptive sports community. We are committed to providing the best possible experiences for our athletes so that they may reach their highest athletic and life potential. Most importantly, we hope that all of our athletes are able to make meaningful connections with other athletes, families, and community members while enjoying the physical, social, and emotional benefits of participating in sports and fitness across the lifespan.

### ***How Can You Get Involved?***

We are eager for support from our community members to assist in furthering the mission, values, and programming of Dairyland Sports. You can help us in a variety of ways including giving tax-deductible donations, providing athlete referrals to our program, volunteering at our events, following us on our social media pages, advocating for individuals living with physical disabilities in your community, and more! If you are interested in a more committed role, we do have a variety of open leadership positions on our Board of Directors or executive leadership team and would be happy to provide that information to you as well. In other words, if you have talents that you believe you could contribute to our team, we would be happy to meet with you to get you involved! Contact us today!

As with any non-profit business, we rely heavily on community and business financial support to continue to offer quality services to our athletes. If you do choose to support us with a tax-deductible donation to Dairyland Sports, you can do so in a variety of ways:

- Visit our website, [www.dairylandsports.org](http://www.dairylandsports.org) to make a secure donation through our partners at Network for Good (donation button is in top-right corner of the screen)
  - Options include one-time donation, or monthly recurring
- Send a personal check to our business PO Box address at:
  - 733 Struck Street #45736, Madison, WI 53744
- Shop online at Amazon Smile and select Dairyland Sports Corporation as your charity of choice. Amazon will donate 0.5% of all your online purchases to Dairyland Sports! It's as easy as that! (<https://smile.amazon.com/>)
- Contact our President & Co-Founder, Jacob Graboski ([jgraboski@dairylandsports.org](mailto:jgraboski@dairylandsports.org)), if you would like more information on how to donate or if your organization is interested in sponsoring any of our yearly programming (see next pages for more information).

It is important to note that **100% of your donations will go directly towards supporting the mission of Dairyland Sports**. Our chief officers and board members do not receive any financial compensation or benefits for serving this organization – we are simply proud volunteers with a passion to move Dairyland Sports forward in the local community and beyond!

### ***Where Can I Find More Information?***

For more information about Dairyland Sports, please visit [www.dairylandsports.org](http://www.dairylandsports.org). Make sure to also follow and engage with us on social media for the latest updates (@TeamDairylandWI). Please feel free to contact our staff at any time with questions!

Have you seen our Dairyland Games highlight videos? Check them out [here!](#)

## **SPONSORSHIP & DONOR OPPORTUNITIES**

To donate, contact [info@dairylandsports.org](mailto:info@dairylandsports.org)

## Dairyland Games – May 2022 (Middleton, WI)

Wisconsin's first and only regional multi-sport event sanctioned by Move United allowing athletes with physical and/or visual disabilities (ages 7-22) to qualify for Move United Junior Nationals. In 2019, over 75 athletes from 8 states across the Midwest competed in track, field, and swimming events (350+ event entries). With the COVID pandemic pausing our in-person event for multiple years, Dairyland Games will be set to expand in 2022 – offering a new powerlifting event, additional sports exhibitions and clinics, and an athlete/family social with music and entertainment!

Benefits:	Platinum Sponsor \$3000	Gold Sponsor \$1500	Silver Sponsor \$500	Bronze Sponsor \$250
Logo included at the end of Dairyland Games 2022 highlight video	✓			
Sponsor recognition in Dairyland Sports quarterly e-newsletter for 1 year	✓			
Sponsor logo included on event signage at finish line during track event	✓			
Logo and hyperlink on Dairyland Sports website ("Our Partners" tab) for 2 years	✓	✓		
Half page advertisement in the athlete/volunteer event information packet	✓	✓		
Recognition on Dairyland Sports social media (April 1- July 1, 2020)	✓	✓	✓	
Logo on athlete t-shirts	✓	✓	✓	
Booth opportunity at Dairyland Games	✓	✓	✓	
Booth opportunity at Dairyland Games athlete/family social	✓	✓	✓	
Promo material in athlete "swag bags"	✓	✓	✓	✓
Company recognition in Dairyland Games event program (see next column for advertisement size)	✓	✓	✓	✓
Advertisement Size →	Full page	Half page	Logo under list of sponsors	Name under list of sponsors

\*The above benefits are valid for the 2022 Dairyland Games and are subject to change after the completion of the games. No benefits will be removed from a sponsorship level, but new benefits may be added, or current benefits may be altered to meet the seasonal needs of Dairyland Sports.

## MadCity Invitational – TBD in 2022 (Madison, WI)

In an effort to build upon our partnership with the local Mad City Badgers wheelchair basketball team, Dairyland Sports is in the process of organizing a 2-day National Wheelchair Basketball Association (NWBA) conference tournament in Madison, Wisconsin. This tournament aims to bring in many elite wheelchair basketball teams from across the Midwest to compete for the conference title. Who knows, maybe Bucky Badger or the UW-Madison Men's Basketball team will be in attendance? With your help, we can make this a slam dunk of an event.

Click [here](#) for a news article on the conference tournament we helped bring to Madison in 2018!

Benefits:	Platinum Sponsor \$3,000	Gold Sponsor \$1500	Silver Sponsor \$500	Bronze Sponsor \$250
Logo included at the end of the MadCity Invitational highlight video	✓			
Booth opportunity at MadCity Invitational near championship court	✓			
Sponsor logo on event signage at main entrance of gym	✓			
Logo and hyperlink on Dairyland Sports website ("Our Partners" tab) for 2 years	✓	✓		
Half page advertisement in the athlete/volunteer event information packet	✓	✓		
Sponsor recognition via minimum of 2 social media posts (1 month before, 1 month after event)	✓	✓	✓	
Logo on athlete t-shirts	✓	✓	✓	
Sponsor recognition in Dairyland Sports quarterly e-newsletter for 1 year	✓	✓	✓	
Promo materials provided in athlete "swag bags"	✓	✓	✓	✓
Company recognition in event program and event signage (see next column for advertisement size)	✓	✓	✓	✓
Advertisement Size →	Full page	Half page	Logo under list of sponsors	Name under list of sponsors

\*These benefits are valid for the 2022 Dairyland Sports MadCity Invitational and are subject to change after the completion of the event. No benefits will be removed from a sponsorship level, but new benefits may be added, or current benefits may be altered to meet the seasonal needs of Dairyland Sports.



## Adaptive Equipment

As we continue to provide innovative adaptive sports services and programming in Wisconsin, we find ourselves in tremendous need for donated or purchased adaptive sports equipment. Many individuals living with physical and/or visual disabilities are at a great disadvantage for participating in sports and fitness opportunities due to limited access to essential equipment that can assist in mobility, safety, and improved performance. Most adaptive equipment necessary for participation in sports is not covered by private or government insurance companies, leaving the financial burden on athletes and families to purchase this equipment out of pocket in order to enjoy the same recreational and competitive sports and fitness opportunities that many of us take for granted. In addition, many of these athletes and families have already been burdened with expensive past, current, and future medical bills associated with their given medical condition or diagnosis. Our mission at Dairyland Sports is to remove this financial burden from the athletes and families and provide free or low-cost opportunities to participate in lifelong sports and fitness... with the equipment they need and deserve!

If you are interested in supporting us in our endeavors to build an inventory of adaptive equipment that we can loan out to our athletes, please see the list below and contact us at [info@dairylandsports.org](mailto:info@dairylandsports.org) if you would like to donate or help us purchase this equipment.

Dairyland Sports Equipment	Cost	Notes
Shot Put Implements	\$100	<ul style="list-style-type: none"> <li>• Training shot, 6lb, 8lb, 12lb</li> </ul>
Discus Implements	\$100	<ul style="list-style-type: none"> <li>• Training discus</li> <li>• Variety of weights/sizes</li> </ul>
Javelin Implements	\$200	<ul style="list-style-type: none"> <li>• Training javelin (turbojav)</li> <li>• Variety of weights/sizes</li> </ul>
(8) Starting Blocks	\$800	<ul style="list-style-type: none"> <li>• Ambulatory track athletes use starting blocks to push off at the start of the race</li> </ul>
(1) Throwing Chair	\$1,200	<ul style="list-style-type: none"> <li>• Eagle Throwing Frame for field events</li> <li>• Provides stable, standardized surface for seated or non-ambulatory athletes to perform shot put, discus, javelin, club throws</li> </ul>
(3) Trainer/Roller Systems	\$3,000	<ul style="list-style-type: none"> <li>• Invictus Active Roller Trainer System for wheelchair athletes</li> <li>• Necessary for training in winter months in Wisconsin</li> </ul>
(1) Youth Race Chair	\$3,500	<ul style="list-style-type: none"> <li>• Eagle or Top End Race Chair-11" hip</li> <li>• Improved speed/performance compared to standard wheelchair</li> </ul>
(1) Adult Race Chair	\$3,500	<ul style="list-style-type: none"> <li>• Eagle or Top End Race Chair-16" hip</li> <li>• Improved speed/performance compared to standard wheelchair</li> </ul>
(1) Race Runner	\$3,000	<ul style="list-style-type: none"> <li>• PETRA race runner, junior size</li> <li>• Utilized by athletes with cerebral palsy, muscular dystrophy, MS, etc.</li> </ul>
(2) Basketball Wheelchair	\$7,000	<ul style="list-style-type: none"> <li>• Top End Basketball wheelchairs start at \$3,200 with options to customize or add</li> <li>• Used during open gyms, practices, or demonstrations at various adaptive sports or health professional events/conferences</li> </ul>
(5) Bike Helmets	\$150	<ul style="list-style-type: none"> <li>• About \$30 each for standard helmet</li> <li>• Necessary to wear for track practice and competition</li> </ul>
Strength & Conditioning Equipment	\$400	<ul style="list-style-type: none"> <li>• Agility ladder, med balls, therabands, stopwatches, etc.</li> </ul>
(1) Pop Up Tent	\$500	<ul style="list-style-type: none"> <li>• Designated Dairyland Sports tents for officials, volunteers, coaches, or athletes at competitions/events</li> </ul>

## Private and In-Kind Donations

### Friends of Dairyland Sports

Donations of any size can help in growing the field of adaptive sports, whether it is \$10 or \$1,000! If you are interested in making a tax-deductible donation to Dairyland Sports, we would gladly welcome your generosity and contribution to supporting our mission. **Every dollar donated to Dairyland Sports directly supports our mission, as our staff does not receive any financial compensation for serving – we are proud volunteers with a passion to improve the experience of adaptive athletes everywhere!**

Donation Amount	Benefits/Rewards
\$100.00 - \$199.99	<ol style="list-style-type: none"> <li>1. Name listed on our website under “Friends of Dairyland, Bronze” (optional)</li> <li>2. Dairyland Sports car decals/stickers (2)</li> </ol>
\$200.00 - \$299.00	<ol style="list-style-type: none"> <li>1. Name listed on our website under “Friends of Dairyland, Silver” (optional)</li> <li>2. Dairyland Sports car decals/stickers (2)</li> <li>3. Dairyland Sports t-shirts (2)</li> </ol>
\$300.00 - \$499.99	<ol style="list-style-type: none"> <li>1. Name listed on our website under “Friends of Dairyland, Gold” (optional)</li> <li>2. Dairyland Sports car decals/stickers (4)</li> <li>3. Dairyland Sports t-shirts (4)</li> <li>4. Framed team photo and thank-you from Dairyland Games athletes</li> </ol>
>\$500.00	<ol style="list-style-type: none"> <li>1. Name listed on our website under “Friends of Dairyland, Platinum” (optional)</li> <li>2. Dairyland Sports car decals/stickers (4)</li> <li>3. Dairyland Sports t-shirts (2) <b>and</b> quarter-zips (2) <b>OR</b> polos (2)</li> <li>4. Framed team photo from Dairyland Games</li> <li>5. Invitation to attend annual board of directors meeting for recognition</li> <li>6. Family/Business listed as Bronze Sponsor at Dairyland Sports event of choice</li> </ol>

### In-Kind Donations

The events that are put on by Dairyland Sports, as well as the events that we support, require more than money to be successful. In-kind donations may include, but are not limited to:

- Providing medical coverage for Dairyland Sports events/programs
- Providing food or water donations for Dairyland Sports events/programs
- Organizing a group of volunteers for Dairyland Sports events/programs
- Offering free business consulting services, accounting services, marketing services, etc.
- Donated adaptive sports equipment, business coupons/discounts, athlete giveaways/prizes, etc.

If you are interested in contributing to Dairyland Sports through an in-kind donation please visit our website or contact us at [info@dairylandsports.org](mailto:info@dairylandsports.org) to get a list of our current needs! All in-kind donations will be discussed on an individual basis to ensure you receive adequate recognition for your generosity.



# Thank you for your consideration!



**#TeamDairyland**

**[www.dairylandsports.org](http://www.dairylandsports.org)**

To donate, contact [info@dairylandsports.org](mailto:info@dairylandsports.org)