



## 2026 Partnership Guide



# ACTIVE YOUTH WISCONSIN

Creating accessible opportunities for kids to be active





# A NOTE FROM THE DIRECTOR >>>

As we look ahead to another exciting year, we're reflecting on how far we've come—and how much further we can go with partners like you.

2025 was a year of growth for Active Youth Wisconsin. We reached more kids, launched new programs, and created lasting change through movement, mindfulness, and community connection.

Sponsoring Active Youth Wisconsin is more than supporting an organization—it's a chance to join a community transforming the lives of children. Your partnership helps provide access, opportunity, and the chance for every child to thrive, while connecting your brand to a mission that resonates with families, schools, and community members.

This guide shows how you can help build a stronger, healthier future for Wisconsin's kids—together, every program, event, and partnership counts.

With gratitude,

Amanda Marek, Executive Director

**ACTIVE  
YOUTH >>>  
WISCONSIN**

## An average year of support:



1800 participants! with over 2000 spectators and supporters in attendance.



150+ schools from Dane, Sauk, Dodge, Columbia and Iowa County are represented



\$34,000+ in financial aid for bikes, shoes, event and afterschool program entries



\$40,000+ donated to schools to support physical education departments and wellness programs



250+ children receive or borrow bikes to allow them to participate



[activeyouthwisconsin.org](http://activeyouthwisconsin.org)

# 2025 in review



**606**

Kids joined an afterschool  
or summer program



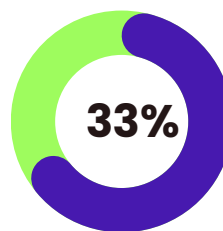
**\$43,025**

Donated to 154  
Wisconsin schools



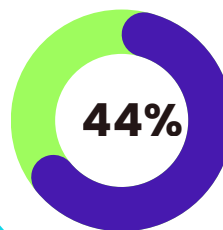
**1,721**

Kids participated in a  
Tri 4 Schools event



## Event Scholarships

33% of kids participated on scholarship. We still donated their entry fee back to their school!



## Program Scholarships

44% of kids participated on a afterschool program scholarship, giving them access to afterschool care.

## It was an epic year!

2026 will be even bigger!

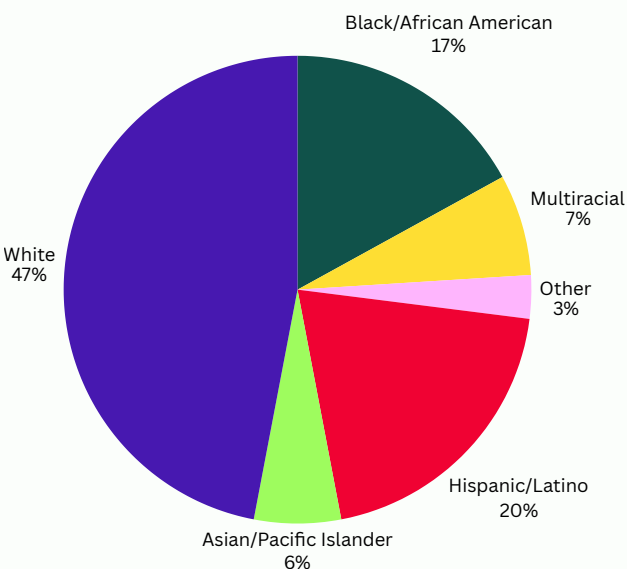
We'll offer four after-school programs: Training Teams, Minds in Motion, Inner Game, and Train Like a Movement Pro. Together, these programs will ensure every child can find a form of movement that sparks their interest. Each program pairs physical activity with emotional development, fosters community, and builds confidence—helping kids grow stronger in every sense of the word.





# Partnership Opportunities for

Tri 4 Schools youth events, Multisport Training Teams, Minds in Motion, Train like a Movement Pro and more to come!



## Check out other unique activations

Digital Finisher Certificate



Result notifications

[NAME], finisher

Time: [TIME]

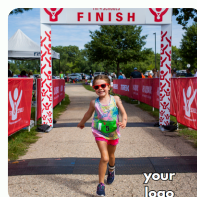
To view your results online, go [Click here](#) to download your fir

Tri 4 Schools is committed to e That's why we donate 100% of loved the event, please consid more, visit [tri4schools.org](http://tri4schools.org).

Branding on PR Bell



Logo on finisher photos



## EMAIL BRAND EXPOSURE PER SEND

9,000+ recipients

8 emails during/post race week

## SOCIAL MEDIA EXPOSURE PER EVENT

Average reactions, comments, shares - 1,050

Average post reach - 9,950

## ATTENDANCE PER EVENT

Packet Pick up - 300+ families

Race Day - 2,000+ people

## WEBSITE SESSIONS PER EVENT

Yearly - 27,000

Race week - 2,800+



	Presenting \$5,000	Diamond \$3,000	Platinum \$1,500	Gold \$750
Exclusive naming rights "Presented By"	X			
Pre-race packet pick up held at your business	X			
Logo or name incorporated into medals	X			
Give pre-race welcome on race day	X			
Participate in grant & school donation presentations	X	X		
Branding at The Birdie Derby 5K/10K on Thanksgiving	X	X		
Present awards to finishers at ceremony	X	X		
Partner spotlights on social media newsletters	X	X	X	
Company logo on t-shirt	Front	Med	Small	Text
Company logo & link on website	X	X	X	X
Company signage & branding at event	Free	X	X	X
Area for tent & promotional materials at event	X	X	X	X
Recognition in social media & marketing campaigns	X	X	X	X
Mentioned in event announcements	X	X	X	X





# BIRDIE DERBY

The Birdie Derby brings together thousands of community members together for fun, fitness, and connection.

Thanks to our sponsors, kids gain access to afterschool programs, financial aid, and Grants 4 Schools—creating real opportunities for every child to move, grow, and thrive. Partnering with us means your support directly impacts kids' lives while connecting your brand to a mission that strengthens communities across Wisconsin.



## IMPACT SNAPSHOT

2,000

The number of kids that will have access to an afterschool program

\$90K

Raised to fund Financial Aid for families & Grants 4 Schools

6,000

Community members in attendance making a difference through movement



9,200  
estimated event attendance



19,600  
average social media reach



34,100  
email marketing reach



53,000  
yearly website visits



4,980  
estimated pre-race packet pick up attendance

Digital Finisher Certificate



Result notifications

[NAME], finisher  
Time: [TIME]  
To view your results online, go [Click here](#) to download your file  
Tri 4 Schools is committed to... That's why we donate 100% of loved the event, please consider more, visit [trid4schools.org](#).

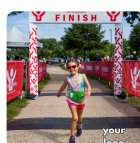
Branding on PR Bell



Team shirts sponsor



Logo on finisher photos



Food Tent Sponsor



	Presenting \$10,000	Platinum \$7,500	Gold \$3,500	Silver \$2,000	Bronze \$1,000
Exclusive naming rights "Presented By"	Race	Post Race			
Pre-race packet pick up held at your business	X				
Logo or name incorporated into swag	X				
Give pre-race welcome on race day	X	X			
Participate in grant & school donation presentations	X	X			
Sponsor benefits at Tri 4 Schools youth events	X	X			
Partner spotlights on social media newsletters	X	X	X		
Area for tent at event	X	X	X	X	
Company signage & branding at event	Free	Free	X	X	
Company logo & link on website	X	X	X	X	X
Promotional materials included in event swag	X	X	X	X	X
Recognition in social media & marketing campaigns	X	X	X	X	X
Mentioned in event announcements	X	X	X	X	X



# ACES FOR ACTIVE YOUTH

**12TH ANNUAL GOLF CLASSIC**  
**AUGUST 17, 2026 • 11AM**  
**HAWKS LANDING GOLF CLUB**

The 12th Annual Ace's for Active Youth golf classic is our largest fundraiser of the year. Attendees receive 18 holes with a cart, exclusive access to the auction, drink tickets, lunch, and full dinner catered by Dahmen's.

**4 PERSON  
TEAM  
SCRAMBLE**

**18-HOLE  
PRIVATE  
COURSE**

**GREAT FOOD  
DRINKS  
AUCTION**



	Presenting \$8,000	Platinum \$5,000	Dinner \$2,000	Hole \$1,200	Basic Hole \$600
Exclusive naming rights "Presented By"	X				
Signage throughout clubhouse	X	X			
"Dinner Presented by" & signage at dinner tables			X		
Signage on hole	X	X		X	
Area for tent on hole/participate in hole game	X	X		X	X
Complimentary golf entries	8	4	4	4	
Additional drink tickets	8	4	4		
Company name/logo in each golf cart	X	X		X	
Sponsor benefits at youth event or Birdie Derby	X	X			
Promotional materials included in event swag	X	X	X	X	X
Recognition in social media & marketing campaigns	X	X	X	X	X
Company logo & link on website	X	X	X	X	X



Honors Night, March 11  
 Waunakee Kids Triathlon, May 16  
 Sun Prairie Kids Triathlon, June 13  
 Middleton Kids Triathlon, August 15  
 Aces for Active Youth Golf Classic, August 17  
 Birdie Derby, November 26