

# Sponsorship Package 2023



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## WHAT IS THE CARDBOARD BOAT RACE?

Family & Children's Service of Ithaca is proud to announce the fifth annual Cardboard Boat Race, a fundraising event to support high-quality mental health care in Tompkins County!

This event centers around a boat race that challenges individuals and teams to construct boats using only cardboard and duct tape. Race participants will need to get into their homemade boats and sail across the Ithaca Yacht Club harbor on the day of the event. Community members are invited to attend as boat-builders or spectators.

This event is the only one of its kind in Tompkins County and has been enormously well received by the community. In 2022, despite the rain over 250 people attended, and sponsors helped raise over \$70,000. The primary purpose of this event is to provide a unique opportunity to work together as a community while also supporting the mission of F&CS. We are thrilled to announce that the 2023 Cardboard Boat Race will once again grace the waters of Cayuga Lake.

## EVENT DETAILS:

**WHEN:** Sunday, September 10, 2023

**WHERE:** Ithaca Yacht Club

**TIME:** 1 PM - 4:30 PM

**EVENT ADMISSION:** FREE boat registration (includes admission for two), \$25 for adults, \$10 for children, \$50 for family (2 adults and all children in the household).

**WHAT:** The 2023 Cardboard Boat Race is a fun and creative way to support Family & Children's Service of Ithaca while also cheering on your favorite boat! Enjoy a day at the beautiful Ithaca Yacht Club with friends and family, great food, and drinks. We can't think of a better way to end the summer!

# Sponsorship Benefits

	ADMIRAL \$12,000	CAPTAIN \$7,500	FIRST MATE \$5,000	SECOND MATE \$2,000	SAILOR \$1,000	STOW AWAY \$600
Free Spectator Tickets	15	10	8	6	4	2

## Pre-Event

Recognition on F&CS Website	•	•	•	•	•	•
Free CBR Yard Sign*	•	•	•	•	•	•
Recognition on Registration Platform	•	•	•	•	•	
Social Media Promotion	•	•	•	•		
Pre-Event Advertising around town**	•	•	•			

## At the Event

Complimentary Company Boat Entries	•	•	•	•	•	•
Recognition on Event Materials	•	•	•	•	•	•
Advertisement in Event Program	•	•	•	•	•	•
Verbal Recognition at Event	•					
Tabling Opportunity	•					

All sponsors receive complimentary boat entries into the boat race, which each include free admission for 2 crew members. Additional crew members may use the free spectator tickets included with the sponsorship package, or purchase additional individual tickets. There is no limit to how many people may crew a boat!

\*Yard Signs will be delivered to sponsors that register by June 1st. Sponsors registered after June 1st will receive a yard sign while supplies last.

\*\*Sponsors must register by May 15th to have logos included on Pre-Event Advertisements.

# Bracket Sponsorship Benefits

	YOUTH BRACKET SPONSOR (ONE ONLY) \$5,000*	HIGH SCHOOL CHALLENGE SPONSOR (ONE ONLY) \$5,000**	ADULT BRACKET SPONSOR (ONE ONLY) \$5,000***	PEOPLE'S CHOICE AWARD SPONSOR (ONE ONLY) \$2,000	T-SHIRT SPONSOR (ONE ONLY) \$1,500
Free Spectator Tickets	8	8	8	4	4

## Pre-Event

Pre-Event Advertising around town****	•	•	•	•	•
Free CBR Yard Sign*****	•	•	•	•	•
Recognition on Registration Platform	•	•	•	•	•
Recognition on F&CS Website	•	•	•	•	•
Social Media Promotion	•	•	•		

## At the Event

Company Boat Entry	•	•	•	•	•
Advertisement in Event Program	•	•	•	•	•
Recognition on Event Materials	•	•	•	•	•
Award Named After Company Sponsor	•	•	•	•	
Company Logo on Event T-Shirts					•

**Our goal this year is to make the Cardboard Boat Race more accessible to everyone! Your Bracket Sponsorship can help ensure anyone who wants to participate can do so, regardless of personal financial circumstance.**

\*The Youth Bracket Sponsor will enable all participants ages 8-13 competing in the Youth Bracket without paying a registration fee.

\*\*The High School Challenge Sponsor will enable High School teams to compete against one another without paying a registration fee.

\*\*\*The Adult Bracket sponsor will enable all adult and mixed-aged boats to compete without paying a registration fee.

\*\*\*\*Sponsors must register by May 15th to have logos included on Pre-Event Advertisements.

\*\*\*\*\*Sponsors registered by June 1st are guaranteed a Yard Sign. Those registering after that date will receive them while supplies last.



Over 250 people attended the 2022 Cardboard Boat Race, and sponsors helped us raise over \$70,000

**With your support we can make 2023 EVEN BIGGER!**



Photos courtesy of Dave Burbank Photography



# Family & Children's

SERVICE OF ITHACA

## Cardboard Boat Race Sponsorship Agreement

### SPONSOR ORGANIZATION INFORMATION:

\_\_\_\_\_  
ORGANIZATION NAME

\_\_\_\_\_  
CONTACT NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP CODE

\_\_\_\_\_  
CONTACT EMAIL ADDRESS

\_\_\_\_\_  
CONTACT PHONE NUMBER

### SPONSORSHIP PLEDGE AMOUNT

\$

\_\_\_\_\_

### PAYMENT INFORMATION

Please make checks out to Family & Children's Service of Ithaca  
and mail to 127 W State Street, Ithaca, NY 14850.

# Family & Children's

SERVICE OF ITHACA

## Sponsor Boat Registration Form

**2023 CARDBOARD BOAT RACE**

**SUNDAY, SEPTEMBER 10, 2023**

**ITHACA YACHT CLUB**

**1090 GLENWOOD ROAD, ITHACA, NY 14850**

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SPONSOR ORGANIZATION NAME

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TEAM CAPTAIN EMAIL

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TEAM BOAT NAME

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TEAM CAPTAIN PHONE

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ADDRESS

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CITY

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STATE

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ZIP CODE

---

TEAM CAPTAIN NAME

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ADDITIONAL CREW MEMBERS RIDING IN THE BOAT (IF KNOWN)

PLEASE RETURN COMPLETED FORM BY MAIL OR BY EMAIL TO [JPARKER@FCSITH.ORG](mailto:JPARKER@FCSITH.ORG) BY AUGUST 1, 2023

127 W State Street | Ithaca, New York 14850 | TELE 607.273.7494 | [www.fcsith.org](http://www.fcsith.org)