



**COMMUNITY  
CUP**

Presented by  
The Columbus Foundation

# EVENT INFO

The Community Cup, presented by The Columbus Foundation, is a one-day challenge that rallies organizations to compete in events for all skill levels. In its fourth year, The Community Cup helps companies build camaraderie, promote the importance of physical fitness and showcase why Columbus is a top place to live, work and play.

## YOU PLAY

The Community Cup includes 14 events:



5K Race



Basketball Shooting Competition



Cornhole Toss



Dodgeball



Football Toss



Frisbee Toss



Golf Chipping



Hockey Shot



Lacrosse Passing



Obstacle Course



One-Mile Walk



Soccer Kick



Tug of War



Wiffle Ball Home Run Derby

## YOU CONQUER

Organizations are placed into divisions depending on the number of employees in their Columbus Region offices.

**Division I**  
(1,001+ employees)

**\$2,500**

**Division III**  
(101-300 employees)

**\$1,800**

**Division II**  
(301-1,000 employees)

**\$2,200**

**Division IV**  
(under 100 employees\*)

**\$1,500**

*\*Two companies with under 50 employees each may create a team and be recognized as one entry*

The Tailgate Zone will serve as home base for your company throughout the day. This area is specifically designated for participants and provides a place to recharge between activities.

## YOU CLAIM THE CUP

Join us on **Friday, July 30, 2021** at Fortress Obetz to compete for bragging rights and the Cup.



# COMMUNITY CUP IMPACT

When sponsoring The Community Cup, your organization's involvement extends beyond the playing field. From the inaugural event in 2018 to the hybrid event in 2020, Community Cup sponsors have helped bring Columbus organizations together for a impactful day of celebrating our community. Here's a snapshot of the impact of the 2019 Community Cup:

**900+**  
participants

**37**  
teams

**1,000+**  
items donated to the  
Charity Challenge

**35,000+**  
social media impressions  
on event day\*

*\*Facebook, Twitter and Instagram combined*

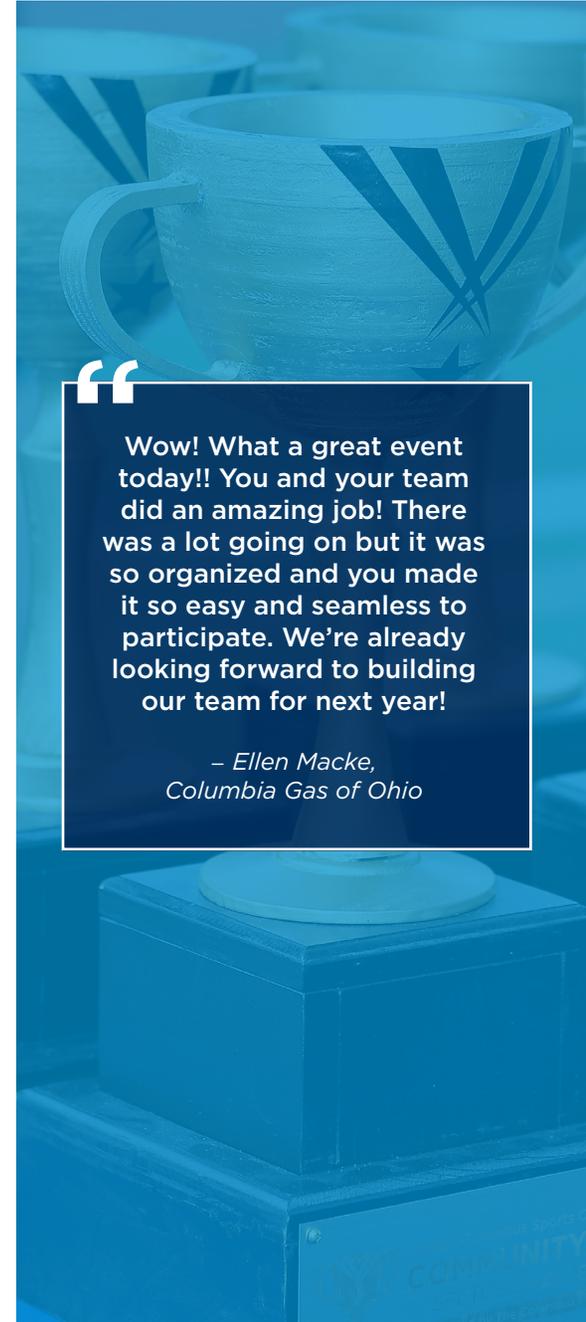
**113,000+**  
social media impressions from  
start of marketing campaign  
leading into event day\*

*\*Facebook, Twitter and Instagram combined*

“

Wow! What a great event today!! You and your team did an amazing job! There was a lot going on but it was so organized and you made it so easy and seamless to participate. We're already looking forward to building our team for next year!

*– Ellen Macke,  
Columbia Gas of Ohio*



# SPONSORSHIP OPPORTUNITIES

The Community Cup would not be possible without the support of its sponsors. In addition to exclusive engagement with the local business community, sponsorship opportunities allow your organization to be part of a one-of-a-kind Columbus sports experience.



## PRESENTING

\$35,000

SOLD



## TAILGATE ZONE

\$10,000

AVAILABLE



## APPAREL

\$5,000

AVAILABLE



## EVENT

\$5,000 PER EVENT

AVAILABLE

# SPONSORSHIP OPPORTUNITIES



**PRESENTING**

**SOLD**  
**\$35,000**

## Company name incorporated into logo

### Prior to event:

Company name/logo included on:

- Event Website
- Collateral materials
- Advertising including print, digital and social media
- Registration and participant information/sign-up materials
- Press releases and media opportunities
- Community Cup e-newsletter

### Day of event:

- Company name/logo included on event trophies, participant bibs, event signage, event t-shirts, event announcements
- A maximum of four (4) promotional materials placed in participant packets
- A maximum of 10 presenting company signs placed throughout the event
- One (1) informational booth space dedicated to presenting sponsor that will also serve as “home” for company’s participants
- Participation and “kickoff” announcement in opening ceremonies
- Participation and trophy presentation in closing ceremonies
- One (1) team entry into Community Cup
- Four (4) VIP parking permits
- Right of refusal for presenting sponsorship for the 2022 Community Cup

# SPONSORSHIP OPPORTUNITIES



## TAILGATE ZONE

ONE AVAILABLE

\$10,000

### Prior to event:

When referencing the Tailgate Zone, company name/logo included on:

- Event website
- Collateral materials
- Advertising including print, digital and social media
- Registration and participant information/sign-up materials
- Press releases and media opportunities
- Community Cup e-newsletter

### Day of event:

- Company name/logo included on event signage, event t-shirts
- A maximum of two (2) promotional materials placed in participant packets
- A maximum of four (4) company signs placed in Tailgate Zone
- One (1) informational 20-by-10-foot booth space dedicated to Tailgate Zone sponsor that will also serve as “home” for company’s participants
- One (1) team entry into Community Cup
- Two (2) VIP parking permits
- Right of refusal for Tailgate Zone sponsorship for the 2022 Community Cup

# SPONSORSHIP OPPORTUNITIES



## APPAREL

ONE AVAILABLE

\$5,000

**Apparel sponsor will be preferred t-shirt vendor and sponsor of t-shirt contest at 2021 Community Cup**

### Prior to event:

When referencing the Apparel Sponsor, company name/logo included on:

- Event website
- Collateral materials
- Advertising including print, digital and social media
- Registration and participant information/sign-up materials
- Press releases and media opportunities
- Community Cup e-newsletter

### Day of event:

- Company name/logo included on event signage, event t-shirts
- A maximum of one (1) promotional material placed in participant packets
- A maximum of two (2) company signs placed in event area
- One (1) informational 20-by-10-foot booth space dedicated to Apparel sponsor that will also serve as “home” for company’s participants
- One (1) team entry into Community Cup
- One (1) VIP parking permit
- Right of refusal for Apparel sponsorship for the 2022 Community Cup

# SPONSORSHIP OPPORTUNITIES



**EVENT**

**\$5,000**  
PER EVENT

**14 AVAILABLE**

## Prior to event:

When referencing the event, company name/logo included on:

- Event website
- Collateral materials
- Advertising including print, digital and social media
- Registration and participant information/sign-up materials
- Press releases and media opportunities
- Community Cup e-newsletter

## Day of event:

- Company name/logo included on event signage, event t-shirts
- A maximum of one (1) promotional material placed in participant packets
- A maximum of two (2) company signs placed in event area
- One (1) informational 20-by-10-foot booth space dedicated to event sponsor that will also serve as “home” for company’s participants
- One (1) team entry into Community Cup
- One (1) VIP parking permit
- Right of refusal for event sponsorship for the 2022 Community Cup

## Community Cup Events:

- 5k Race (virtual)
- Basketball Shooting Competition
- Cornhole Toss
- Dodgeball
- Football Toss
- Frisbee Toss
- Golf Chipping
- Hockey Shot
- Lacrosse Passing
- Obstacle Course
- One-mile Walk (virtual)
- Soccer Kick
- Tug of War
- Wiffle Ball Home Run Derby



## THE COLUMBUS FOUNDATION

### **ABOUT THE PRESENTING SPONSOR**

The Columbus Foundation is the trusted philanthropic advisor® to more than 2,500 individuals, families and businesses that have created unique funds and planned gifts to make a difference in the lives of others through the most effective philanthropy possible.

The Foundation's Center for Corporate Philanthropy is designed to help established and new central Ohio businesses make their charitable investments—within the company and in the broader community—as cost-effective and efficient as possible. The Employee Assistance Program helps businesses support their employees during times of hardship and disaster to ensure they have the assistance they need when it's needed most. Learn more at [cbusfdn.org/EAP](https://cbusfdn.org/EAP).



### **ABOUT THE GREATER COLUMBUS SPORTS COMMISSION**

The Greater Columbus Sports Commission is a nonprofit organization with a mission to rally Columbus to compete and win sporting events, providing a singular athlete and fan experience and positively impacting image, economy and lifestyle.

Since 2002, the Greater Columbus Sports Commission has booked more than 500 new sporting events for the Columbus Region, generating an estimated \$605 million in visitor spending. Those millions of dollars go back into the city, improving quality of life for our community and boosting economic growth.

