



BURPEES FOR VICTORY

2023 SPONSORSHIP OPPORTUNITIES

WHAT IS BURPEES FOR VICTORY?

Burpees For Victory [BFV] is a 10-day national campaign led by Camp Gladiator, benefitting CG Victory, a 501(c)3 Non-profit Youth Adventure Camp. Our goal is simple (and FUN!), to send youth from hard places to summer camp on scholarship! How? BURPEES!

WHEN: May 9-17

HOW: This year, over 1,000 Camp Gladiator Trainers will unite to do burpees in exchange for donations. For every \$5 donated, the CG Trainer, CG employee, or CGV camp counselor of your choice does 1 burpee. Plus \$100 funds one summer camp scholarship.



MISSION OF CG VICTORY

CG Victory's Mission is to laugh, love and live adventurously through a faith-based day and overnight summer camp experience in major Texas cities.

What makes CG Victory different than other summer camps?

We are able to reach thousands of kids from hard places across Texas and teaching them the virtues of teamwork, commitment, hard work, and overcoming challenges in a supportive and encouraging environment.



BECOME A BURPEES FOR VICTORY SPONSOR

HOW: Partner with Camp Gladiator & CG Victory in the form of a sponsorship, bringing a transformative summer camp experience to youth who normally would not be able to attend.

WHAT: Camp Gladiator is an adult group fitness program for all fitness levels, bringing community together both outdoors and online! Burpees for Victory sponsors will be showcased to Camp Gladiator audiences according to their sponsorship level's requirements

- ❑ 100,000+ committed Campers (members) across the nation
- ❑ 1,000+ Franchise Owners (who are also Trainers)

Your commitment to partnering with us would mean the world!



POTENTIAL BFV AUDIENCE REACH

2022 BFV Donations: \$461,000 raised with 8,000 donors

Camp Gladiator Audience Size:



FACEBOOK

204,000 National



INSTAGRAM

55,800 National



EMAIL

720,000 National

CG Victory Audience Size:



FACEBOOK

3,400 National



INSTAGRAM

1,600 National



EMAIL

15,000 National



IMPACT

IMPACT - \$500

- Your donation funds 3 CGV summer camp scholarships
- Sponsor logo featured on Burpees For Victory donation site, visited nearly 10,000 times (logo MUST be received by 4/12 to be featured)
- Sponsor logo included on the thank you donor email sent after the campaign has concluded (logo MUST be submitted by 4/15 to be featured)
- Receive 3 codes for one month of free CG Camp



BETTER TOGETHER

BETTER TOGETHER - \$1,000

- Your donation funds 6 CGV summer camp scholarships
- Sponsor logo featured on Burpees For Victory donation site, visited nearly 10,000 times (logo MUST be received by 4/12 to be featured)
- Sponsor logo included on the donation confirmation email (logo MUST be received by 4/12 to be featured)
- Sponsor logo featured on campaign thank you email to all donors after campaign ends [8,000+ donors]
- Receive up to 5 Burpees for Victory Campaign Shirt(s)
- Receive 5 codes for one month of free CG Camp
- Individual FB social post on CGV page
- Individual Instagram story social post on CGV page
- Combined FB social post on CG page [Includes all BT Sponsor Logos]



HOW TO SPONSOR

If you would like to sponsor, simply contact:

**Maria Sikkema, CG Victory Executive Director at
maria@cgvictory.org**

