



BORP ADAPTIVE SPORTS EXPO

Sponsorship Opportunities

> OCTOBER 18, 2025

Berkeley, CA





THE NEED

4x

Less Likely to engage in physical activity

529,304

People under 74 with physical or vision disabilities living in the Bay Area

3x

More likely to experience poor overall health (diabetes, obesity, heart disease)

THE SOLUTION

FUN. FITNESS. COMMUNITY

By and for People with Disabilities

About BORP

Founded in 1976 by people with disabilities, BORP has been a pioneer in adaptive sports and recreation for nearly **50 years**.

The Bay Area's only comprehensive provider of community-based adaptive sports serving **1,000+ people annually** with **1,100+ programs**. Outreach and equitable access are core to our mission:

No one is ever turned away due to lack of funds



What is Expo?

BORP's flagship community day and the largest adaptive sporting event in Northern California.

A free, family-friendly day where over **200 people** come to try **10+ BORP programs**, many for the first time.

Removes barriers to access and fosters **connection**, **empowerment**, and **community**.



EVENT GOALS

TRY IT ALL IN ONE DAY

- Goalball, Power Soccer, Wheelchair Basketball and Rugby, Kayaking, Cycling, Fitness, Pickleball, and MORE
- Sports Demos Coached by High-Level Athletes (2 Paralympic Coaches in 2024)

BENEFIT THE WHOLE COMMUNITY

- Raise Awareness
- Access to Specialized Equipment, Resources, and Coaching
- Peer Support
- Celebrate Adaptive Athletics

ALL DAY FUN

- Resource Fair with 15+ Community Vendors
- Family-Friendly Festival
- Open to Everyone: People with and without disabilities



WHAT PEOPLE ARE SAYING

“We could try all the activities first-hand before needing to sign up for the official program. It was great to get an idea of how everything works.”

“A great way to try out a bunch of new sports and meet new people.”

“Kudos to everyone for a job well, well done. Transportation was great. Communication was great. The layout of all the programs was perfect.”

SUPPORT THIS LIFE-CHANGING EVENT!

Why Become a Sponsor?

- Be recognized at a groundbreaking Bay Area event rooted in community and inclusion.
- Enhance brand reputation amongst a diverse, large, and underserved community
- Empower an event and a movement that transforms the lives of people with disabilities



SPONSORSHIP LEVELS AND BENEFITS

Benefits	Presenting \$15,000	Game Changer \$10,000	MVP \$5,000	Champion \$2,500	ALL Star \$1000
Complimentary Tabling and Lunch at Expo	6 guests	5 guests	4 guests	4 guests	2 guests
Logo in Email Blasts and Social Media	Exclusive Placement “Brought to you by”	Premium Placement	Premium Placement	✓	✓
Logo on Event Materials	Exclusive Placement “Brought to you by”	Premium Placement	Premium Placement	✓	✓
Feature Story in BORP Newsletter	✓	✓			
Website Recognition Special Thanks to Presenting Sponsor on Landing Page During Promo	Event & Donor Page for One Year	Event & Donor Page for One Year	Event & Donor Pages for One Year	Event Page	Event Page
Recognition at Event	Opportunity to Speak at Expo	✓	✓		

Vendor opportunities for nonprofits and small, disability-led businesses available for nominal fee

EXPO SPONSORS WILL BE WIDELY PUBLICIZED THROUGH



BORP'S MONTHLY NEWSLETTER

(approx. 10,000 subscribers) for 3 months



BORP WEBSITE

(approx. 1,500 unique visitors/month)



BORP SOCIAL MEDIA

(approx. 3,700 followers across platforms)



BAY AREA MEDIA OUTLETS

(BORP programs have been featured on local television news and Radio PSAs in 2024)

FOR MORE INFORMATION

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Executive Director



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