

# PARA-TRAP WORLD CUP

JUNE 26-29, 2024



HILLSDALE COLLEGE

HILLSDALE, MI | USA



HILLSDALE COLLEGE

## Elevate Para-Trap:

### An International Celebration of Determination and Excellence

Hillsdale College is proud to host the Para-Trap World Cup competition from June 26-29, 2024, attracting Paralympic shooting athletes from around the world. These remarkable individuals, facing physical challenges such as wheelchairs or missing limbs, compete in the same Bunker Trap as international and Olympic competitions. Despite their challenges, Para-Trap athletes often rival the scores of their Olympic counterparts.

## The Para-Trap Movement:

### A Final Push for Paralympics Participation

With over 40 countries participating and nearly 1,000 athletes in World Championships, World Cups, and international competitions, the Para-Trap movement is on the verge of a historic moment. The goal is clear—to compete in the Paralympics, starting with the 2028 Games in Los Angeles. To achieve this, two critical elements must be addressed: **showcasing a growing international movement and encouraging greater female participation.**

## Hillsdale Para-Trap World Cup:

### A Catalyst for Change

To support these objectives, Hillsdale Para-Trap World Cup has gained approval from the World Sport Paralympic Shooting organization to offer prize money, an unprecedented move to attract more women and countries. Currently, women compete with the men in Para-Trap, creating additional barriers for women. Notably, Sophia Bultema, a Team USA athlete and Hillsdale College team member, holds the Junior World record in Para-Trap and is the only woman to make a World Cup final. For the first time, this World Cup will be offering medals and prize money for female competitors and will be holding a Mixed Team competition. This provides additional incentive for countries to bring their female competitors to the event.

## FUNDING CHALLENGES

Para-Trap athletes face funding challenges as the sport is not yet part of the Paralympics. National governing bodies, like USA Shooting, cannot provide financial support. Approval by the International Paralympic Committee (IPC) will unlock broader funding opportunities.

## YOUR SUPPORT MATTERS

Our goal is to raise \$60,000 in support of this competition, thereby overcoming this last hurdle to be included in the Paralympics.

## SPONSOR OPPORTUNITIES

We invite industry sponsors to support the cause. Sponsors will receive recognition and brand exposure, with potential opportunities for a short film and social media activation.

## INDIVIDUAL DONORS

Individual donors, whether recognized or anonymous, have the chance to be part of an inspiring journey. Donors can opt for a VIP experience at the competition, gaining behind-the-scenes access and connecting with athletes and their unique stories.

# ACT NOW!

Time is of the essence, with the event held just before the IPC decision on Para-Trap inclusion. Commit now to be part of this significant cause, making a difference in the history of shooting sports and opening doors for inspiring athletes.

Can we count you in on this worthy and significant cause?

**Dale Royer | Event Director**  
(517) 610-5593 | [droyer@hillsdale.edu](mailto:droyer@hillsdale.edu)



HILLSDALE COLLEGE

# PARA-TRAP WORLD CUP

## SPONSORSHIP PROGRAM



### Platinum Sponsor (limited to 1) \$25,000 or more

#### Benefits

1. Recognition as a Platinum Sponsor across all media platforms
2. Large signage (2'x6') at every bunker trap in use for the competition
3. Large signage at the clubhouse
4. Logo included on all printed materials
5. Special verbal recognition at every spoken event at the competition
6. Materials included at competitor check-in at event hotels
7. Materials included at all onsite lunches (4x)
8. Participation at all medal presentations for the competition
9. Materials included in registration packet for competitors
10. Special welcome participation at the opening ceremonies
11. Special congratulations participation at the closing ceremonies
12. Special recognition on all event-related social media
13. Special positioning for any media produced from the event (short film, news coverage, press)
14. Right to promote on own media outlets



### Gold Sponsor (limited to 2) \$10,000 or more

#### Benefits

1. Recognition as a Gold Sponsor across majority of platforms
2. Mid-sized signage (1'x2') at every bunker trap in use for competition
3. Mid-sized signage at the clubhouse
4. Special verbal recognition at two spoken events at the competition
5. Materials included at two onsite lunches
6. Logo included at competitor check-in
7. Participation in all gold medal presentations
8. Special recognition at the opening ceremonies
9. Special recognition on all event-related social media
10. Right to promote on own media outlets



### Silver Sponsor (limited to 3) \$5,000 or more

#### Benefits

1. Recognition as a Silver Sponsor on at least three event signs
2. Small signage (1'x1') at all bunker traps in use for competition
3. Small signage at the clubhouse
4. Special verbal recognition at one spoken event at the competition
5. Materials included at one onsite lunch
6. Logo included at competitor check-in
7. Participation in all silver medal presentations
8. Special recognition at the closing ceremonies
9. Special recognition on all event-related social media



### Bronze Sponsor (limited to 5) \$2,500 or more

#### Benefits

1. Recognition as a Bronze Sponsor on at least two event signs
2. Small signage (1'x1') at two bunker traps in use for competition, including finals
3. Small signage at the clubhouse
4. Special verbal recognition at one spoken event at the competition
5. Small logo included at competitor check-in
6. Participation in all bronze medal presentations
7. Recognition on event-related social media



Example of main venue branding and signage



World-class Halter Shooting Sports Education Center



AcuSports Lodge provides an additional draw for athletes, attendees, and sponsors

**Dale Royer | Event Director**  
(517) 610-5593 | [droyer@hillsdale.edu](mailto:droyer@hillsdale.edu)



HILLSDALE COLLEGE