Wayland Academy



Saturday, July 25, 2026 • 9 am to 3 pm
Wayland Academy South Campus Tennis Courts
Presented by Wayland Academy & the Wayland Academy Alumni Board

2026 Sponsorship Opportunities

Thank you for considering sponsoring our 2nd Annual **Karlie Aubry `09 Memorial Pickleball Tournament & Fundraiser**—honoring the life, spirit, and legacy of Karlie Aubry `09, a beloved member of the Wayland Community.

100% of the proceeds from our event will go to the *Karlie Aubry Memorial Scholarship Fund,* which supports current and future Wayland students in their pursuit of academic excellence. Wayland Academy is a 501(c)(3). **All gifts are tax-deductible to the full extent of the law.**

2026 Sponsorship Levels *****Deadline to Sponsor July 10, 2026*****

🏆🏆🏆 **MVP $2,000+:** Two *(2)* Pairs of Player Tickets into 2v2 Pickleball Tournament *(see Event page for Registration amenities)*, Entity Logo & Name listed as "Presenting Sponsor" on Wayland.org event and OneCause Donation site, Top Row on Back of Event T-shirts, Marquee Signage on Tournament Courts throughout game play, and across all on-site event materials, acknowledgement in *Wayland Academy Alumni Wire*, Beaver Dam Community Event Calendar, all marketing and social media, chance to speak at event, and special recognition throughout the event.

🏆🏆 **PLATINUM $1,000:** One *(1)* Pair of Player Tickets into 2v2 Pickleball Tournament (*see Event page for Registration amenities*), Entity Logo and Name listed on Wayland.org event and OneCause Donation site, 2nd Row on Back of Event T-shirts, Marquee Signage on Tournament Courts throughout game play and across on-site event materials, *Wayland Academy Wire Newsletter,* email marketing and social media, and special recognition throughout the event.

🏆 **GOLD $750:** Entity Logo and Name listed on Wayland.org event and OneCause Donation site, Third Row on Back of Event T-shirts, Marquee Signage on Tournament Courts throughout game play, across all on-site event materials, and special recognition throughout the event.

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Additional 2026 Sponsorship Opportunities:

- **$500 *Lunch* Sponsor*:*** The event will feature a chef-crafted lunch catered by Wayland's Award-winning food service provider, Flik. Feature your entity name and logo on the menu, serving tables, and hospitality station at the event!
- **$500 *Dunk Tank* Sponsor:** Wayland faculty, current and alumni, will be braving a potential plunge throughout the event! Your entity name and logo will be displayed prominently at the **dunk tank** station throughout the event.
  One of our most popular attractions!*
- **$500 *Tournament Bracket* Sponsor:** We'll be updating the Tournament results live through a giant bracket strategically placed at the center of the event. Your name and entity logo will be displayed in the middle of the bracket! Lots of eyeballs on this one!
- **$500 *Tournament Paddle* Sponsor*:*** Sport your name and logo on Official Game Play Paddles to be used by all players throughout the Tournament!
- **$250 *Kids' Carnival* Sponsor**: Kid-friendly carnival circuit including bob for prizes, lawn dice, Jenga, Connect 4, and more. Your name and entity logo will be displayed prominently in the Kids' Carnival area.
- **$250 *Raffle Display Table* Sponsor:** The event will include a raffle drawing for high-end collectible and experiential prizes. Your name and entity will be displayed prominently on the raffle prize table throughout the event.
- **$250 *Concessions Booth* Sponsor*:*** Your entity name and logo will be prominently displayed at the concessions booth all day at the event.
- **$250 *Ticket Booth* Sponsor*:*** All activities and raffle entries will be via ticket. Your entity name and logo will be displayed prominently at the ticket booth at the event entrance.

If you are interested in any of the above Sponsor opportunities, contact Adam Benavides (benavadam@gmail.com; 920-350-2175) or Wayland Academy's Director of Advancement, Carrie Ahlborn (cahlborn@wayland.org).

About the Karlie Aubry Memorial Scholarship Fund

The Karlie Aubry Memorial Scholarship Fund was established in 2016 by Karlie's family and fellow Wayland Alumni to ensure the lasting legacy of a beloved Wayland Alumnus and member of the community.

The scholarship is awarded annually to Wayland Academy students who embody Karlie's intellectual and academic prowess, gift for the creative arts and theater, and love for everyone she encountered. This tournament is a way to celebrate the life of our beloved Karlie while giving back to the Academy in an intentional, active, and meaningful way.

Wayland Academy is a registered 501(c)(3), fully tax-exempt and tax-deductible to the full extent of the law. Donations to the *Karlie Aubry Memorial Scholarship Fund* count toward the Academy's endowment and are not in service of general operations (The Academy Fund).

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Special Note from the Organizers: For those who did not know Karlie personally, we encourage you to read Adam's letter below to get just a glimpse into her amazing spirit and the many lives she impacted at Wayland, and far beyond.

Rarely a day goes by that I don't think of our beloved friend and classmate, Karlie Lynn Aubry `09. For those not familiar with her deep love, hysterical sense of humor, and remarkable talent, I'll attempt the impossible of describing her in one word: Brilliant.

"Brilliant" in the most traditional sense of the word. As in, to know Karlie was to know Light. As the idiom goes, yes, she lit up every room she entered. But it felt more magical, more powerful than that. She didn't just light up the room; she made everyone in it feel warm, confident, and loved as ***themselves****. And she cared. A lot. About her wonderful father, George; her amazing aunt Margaret, cousin Esther `03, and the rest of her extended family. And her friends.*

Karlie was the first to give you a friendly razz, followed by what seemed like the single best hug known to humanity. The person whom you instantly felt like you've known forever, no matter if it was your first time meeting, or you hadn't spoken in weeks, months, or even years. And she knew how to show up. She was often the first to congratulate you on a big job promotion, or whatever else got you excited, and the first to pick you back up after a tough day. After my mother suddenly passed in 2015, it was Karlie waiting on my doorstep when I returned home, not with any words of encouragement or trendy advice. But just to be there, as a friend. What an amazing person to have in your life.

2026 marks 11 years since her passing. I miss her profoundly. We all do. Her not being here will never be normal. But it was also Karlie who told me after my mother passed that even though she wasn't with me physically anymore, I could still live my life with her, every day.

And I think that's where most of us are now with Karlie.

Her Light lives in and with us every day. I hear her kindly (and candidly) putting me back in my place in a moment of pride, and I feel her lifting me up during a moment of weakness or seemingly important crisis.

Much of the time, I simply feel grateful for the opportunity to have known Karlie. And that feeling of gratitude is quickly extended to the place that blessed us all to meet someone like Karlie in the first place, Wayland Academy.

So, if you're a graduate of Wayland Academy, while you may not have known Karlie personally, you absolutely know what it's like to have that Wayland friend.

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This event, then, is a celebration of that exact sentiment! A manifestation of people coming together to celebrate a beloved friend in a fun and intentional way (two more words to describe Karlie). It's a celebration of the life-changing, connective thread that is the Wayland Academy Community.

And in a time when the world appears to lose sight of the power of Community each day, what better way to celebrate having the gift of Community than to participate in it?

*That is also why **100% of the proceeds from our Pickleball Tournament Fundraiser will go toward the Karlie Aubry Memorial Scholarship Fund,** an active, yearly scholarship awarded to current Wayland Academy students, transforming their lives like the Academy has for so many, for so long.*

Yes, we hope you'll consider donating to the Fund online, swinging a paddle in the Tournament, or stopping by South Campus on Saturday, July 25 (the day before Karlie's Birthday!) to enjoy a summer day.

But most importantly, we hope our event, and the spirit behind it, reminds you of the power of Community.

We hope it compels you to call a classmate, visit campus, and in some way—any way—participate in the Community we're all so immensely fortunate to belong to: Wayland Academy.

Adam M. Benavides *`08*
Madison, WI

