

SPONSORSHIP OPPORTUNITIES 2016

BASE CAMP BASH AND VIP PARTY:

- *The Pitch:* The Base Camp Bash is CI's main fundraising event and annual excuse to get together, have fun, eat local food from **Snooze**, local beer from **Great Divide**, drink delicious wine, enjoy live music, and bid on fabulous silent auction items, trips, unique experiences, and date nights from the best local businesses and restaurants. We are expecting approximately 200 - 250 professionals from the Denver/Boulder area to attend this year. To kick off the Base Camp Bash main event, we are hosting an exclusive VIP Party from 5:00pm – 6:00pm sharp for individuals and businesses that support Cottonwood Institute at one of the following VIP/Sponsor levels: \$250, \$500, \$1,000, \$2,500, \$5,000, and \$10,000. We will sample from Snooze's amazing craft cocktail menu featuring local spirits. The cocktails will be paired with local appetizers and tasty treats from some of Denver's best restaurants. The whole evening will be tantalizing for the taste buds for sure! We are expecting 150 people to attend the VIP Party and this is a great opportunity to network with the movers and shakers of Denver.
- *Event Website:* For more information, go to: www.CottonwoodInstitute.org/Bash
- *Cost:* \$60 per person for the main event, \$250 per couple + VIP and sponsorship levels available
- *Date/Time/Location:* Saturday, April 23rd, 2016, 5:00pm – 9:00pm, Posner Center, 1031 33rd St, Denver, CO 80205.
- *Expected Attendance:* We are expecting 200 - 250 people to attend this year.
- *Demographics:* Front Range professionals, 30 – 65 years old.
- *Past Sponsors:*

1. 5280 Magazine	11. Kelly & Walker, LLC
2. Ace Eat Serve	12. Leopold Bros.
3. AOR, Inc.	13. LotusGroup Advisors
4. CASI	14. MegaStar Financial
5. Climax Molybdenum	15. IMA
6. Colorado Asphalt Services, Inc.	16. Samuel Engineering
7. CoBiz Financial	17. Snooze
8. Great Divide	18. Steuben's
9. Guaranty Bank	19. Taddonio Family Foundation
10. Holland & Hart	20. The Kitchen
- *Sponsorship Costs and Benefits:*
 - **\$10,000 LEVEL:**
 1. Name presenting the Base Camp Bash: Ex. Merrill Lynch Presents the 2016 Base Camp Bash.
 2. Present Ripple Effect Award to students at the Base Camp Bash
 3. Personal tour with Executive Director to see a program in action at a school or in the field.
 4. 10 VIP tickets to the Base Camp Bash and VIP party before the event to give to executive team, key staff, strategic partners, vendors, etc.
 5. \$5,000 level benefits below

- **\$5,000 LEVEL:**
 1. Name presenting a 2016 program: Ex. Merrill Lynch Presents the 2016 Fire Ecology Project
 2. Logo prominently displayed on featured program stations at the Base Camp Bash
 3. Logo and clickable link in our promotional HTML email to approximately 4,000 environmentally conscious professionals and outdoor enthusiasts on our email list and social media promotion through our Facebook and Twitter pages
 4. Recognition at the Base Camp Bash and VIP Party
 5. 8 VIP tickets to the Base Camp Bash and VIP party before the event to give to executive team, key staff, strategic partners, vendors, etc.
 6. Logo on 2,000+ invitations for the Base Camp Bash
 7. Logo on all Base Camp Bash marketing and promotional materials and media release
 8. Logo with clickable link in article about Base Camp Bash event on front page of the Cottonwood Institute website
 9. Logo with clickable link on Base Camp Bash website
 10. Onsite activation, giveaway opportunities, and prizes for additional branding and awareness to drive traffic and sales to your company
- **\$2,500 LEVEL:**
 1. Named VIP wine, Champaign, food, band, favor sponsors: Cost of item + \$2,500 cash donation
 2. Recognition at the Base Camp Bash and VIP Party
 3. 6 VIP tickets to the Base Camp Bash and VIP party before the event to give to executive team, key staff, strategic partners, vendors, etc.
 4. Logo on 2,000+ invitations for the Base Camp Bash
 5. Logo on all Base Camp Bash marketing and promotional materials and media release
 6. Logo and clickable link in our promotional HTML email to approximately 4,000 environmentally conscious professionals and outdoor enthusiasts on our email list and social media promotion through our Facebook and Twitter pages
 7. Logo with clickable link in article about Base Camp Bash event on front page of the Cottonwood Institute website
 8. Logo with clickable link on Base Camp Bash website
- **\$1,000 LEVEL:**
 1. Recognition at the Base Camp Bash
 2. 4 VIP tickets to the Base Camp Bash and VIP party before the event to give to executive team, key staff, strategic partners, vendors, etc.
 3. Logo on 2,000+ invitations for the Base Camp Bash
 4. Logo on all Base Camp Bash marketing and promotional materials and media release
 5. Logo with clickable link in article about Base Camp Bash event on front page of the Cottonwood Institute website
 6. Logo with clickable link on Base Camp Bash website
- **\$500 LEVEL:**
 1. 2 VIP tickets to the Base Camp Bash and VIP party before the event
 2. Name on invitations for the Base Camp Bash (no logo)
 3. Logo with clickable link on Base Camp Bash website
- **\$250 LEVEL:**
 1. 2 VIP tickets to the Base Camp Bash and VIP party before the event

THE THROWDOWN:

- *The Pitch:* The Throwdown is our annual charity cornhole tournament for folks who want to enjoy an afternoon outside tossing bags, while supporting a great local educational non-profit. Whether you're an expert or you've never heard of the game before, it is a great time for all. Relax, no experience is needed to participate! This tournament is wildly fun and the popularity has been growing every year, especially with Denver's professional crowd. In fact, this is now quite possibly the largest charity cornhole

tournament in Denver! As always, we will have great local craft beer from **Great Divide**, great food from **Chipotle**, and incredible music from **DJ Mykey**! This is the perfect opportunity for businesses to put company teams together with employees and company leaders to make this the best company event – ever! Sponsors and VIPs will enjoy a Bloody Mary bar before the event along with other perks like chair massages from Downtown’s HealthCare.

- *Event Website:* For more information, go to: <http://www.CottonwoodInstitute.org/Throwdown>
- *Cost:* \$100 per team of two people
- *Date/Time/Location:* Saturday, August 13, 2016, 11am – 5pm, Union Station, Denver, CO.
- *Expected Attendance:* We are expecting 64 teams, 128 participants, and an additional 100+ spectators, not to mention the hundreds of people who pass through Union Station on the weekends.
- *Demographics:* Front Range professionals, 30 – 55 years old.
- *Past Sponsors:*

<ol style="list-style-type: none"> 1. Alcatel-Lucent 2. Anadarko 3. AOR, Inc. 4. Bohica Boards 5. Chipotle 6. Climax Molybdenum 7. CoBiz Financial 8. Crossfire, LLC 9. Cultivator 	<ol style="list-style-type: none"> 10. East West Partners 11. Enterprise Rent-A-Car 12. Great Divide 13. Kelly & Walker, LLC 14. Living the Dream Brewing Company 15. Marley Coffee 16. MegaStar Financial 	<ol style="list-style-type: none"> 17. Moyer White 18. Mountainsmith 19. OtterBox 20. Power Service of Colorado 21. Samuel Engineering 22. Snarf’s 23. VOCA 24. Wynkoop Brewing Company
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- *Sponsorship Cost and Benefits:*
 - **\$10,000 LEVEL:**
 1. Name presenting The Throwdown. Ex. Merrill Lynch Presents The Throwdown 2016
 2. Personal tour with Executive Director to see a program in action at a school or in the field.
 3. 10 VIP team registrations to give to executive team, key staff, strategic partners, vendors, etc.
 4. \$5,000 level benefits below
 - **\$5,000 VIP LEVEL:**
 1. Name presenting a 2016 program: Ex. Merrill Lynch Presents the 2016 Military Kids Project
 2. Company logo on event t-shirts, posters, and beer cups
 3. Company name and logo with clickable link on event website
 4. Company name and logo with clickable link in our promotional HTML email to approximately 4,000 professionals on our email list and social media promotion through our Facebook and Twitter pages
 5. Banner on site and recognition at the event
 6. 10 x 10 event tent, giveaway opportunities for event attendees and opportunity to provide prizes to tournament winners
 7. Court sponsorship sign with company logo
 8. 8 VIP team registrations to give to executive team, key staff, strategic partners, vendors, etc.
 9. 2 mulligans and 1 cancel your opponents score card per team
 - **\$2,500 VIP LEVEL:**
 1. Company logo on event t-shirts, posters, and beer cups
 2. Company name and logo with clickable link on event website
 3. Company name and logo with clickable link in our promotional HTML email to approximately 4,000 professionals on our email list and social media promotion through our Facebook and Twitter pages
 4. Banner on site and recognition at the event
 5. 10 x 10 event tent, giveaway opportunities for event attendees and opportunity to provide prizes to tournament winners

6. Court sponsorship sign with company logo
7. 6 VIP team registrations to give to executive team, key staff, strategic partners, vendors, etc.
8. 2 mulligans and 1 cancel your opponents score card per team

▪ **\$1,000 VIP LEVEL:**

1. Company logo on event t-shirts, posters, and beer cups
2. Company name and logo with clickable link on event website
3. Company name and logo with clickable link in our promotional HTML email to approximately 4,000 professionals on our email list and social media promotion through our Facebook and Twitter pages
4. Banner on site and recognition at the event
5. Event table, giveaway opportunities for event attendees and opportunity to provide prizes to tournament winners
6. Court sponsorship sign with company logo
7. 4 VIP team registrations to give to executive team, key staff, strategic partners, vendors, etc.
8. 2 mulligans and 1 cancel your opponents score card per team

▪ **\$500 VIP LEVEL:**

1. Company name and logo with clickable link on event website
2. Company name and logo with clickable link in our promotional HTML email to approximately 4,000 professionals on our email list and social media promotion through our Facebook and Twitter pages
3. Giveaway opportunities for event attendees and opportunity to provide prizes to tournament winners
4. Recognition at the event
5. 2 VIP team registrations
6. 2 mulligans and 1 cancel your opponents score card per team

▪ **\$250 VIP LEVEL:**

1. Company name and logo with clickable link on event website
2. Company name and logo with clickable link in our promotional HTML email to approximately 4,000 professionals on our email list and social media promotion through our Facebook and Twitter pages
3. Opportunity to provide prizes to tournament winners
4. Recognition at the event
5. 1 VIP team registration
6. 2 mulligans and 1 cancel your opponents score card per team

COTTONWOOD INSTITUTE BEER RELEASE PARTY:

- *The Pitch:* Cottonwood Institute (CI) is excited to partner with Jagged Mountain Brewing Company to host a Beer Release Party in November 2016 to enjoy Jagged Mountain's latest limited-edition fundraising beer called "Cottonwood Organic Blueberry Mont Blue Pale Ale" to benefit CI. Come over to Jagged Mountain after work, share a delicious local craft beer with us, help us celebrate our accomplishments this year, and network with other CI supporters. RSVP to be entered into a drawing for free giveaways, including prizes from: \$50 Uber, 5280 Magazine, OtterBox, Mountainsmith, Steuben's, and Jagged Mountain Brewing Company! Must be present to win!
- *Event Website:* For more information, go to: <http://www.CottonwoodInstitute.org/BeerRelease>
- *Cost:* No cover for 2016 donors
- *Date/Time/Location:* Jagged Mountain, 5:30pm – 7pm, November, 2016, Date: TBA
- *Expected Attendance:* 200+ people

- *Demographics:* Front Range professionals, 30 – 55 years old.
- *Past Sponsors:*

1. 5280 Magazine	6. Jagged Mountain
2. 5280 Sliders	7. Kelly & Walker, LLC
3. AOR, Inc.	8. MegaStar Financial
4. CoBiz Financial	9. OtterBox
5. Climax Molybdenum	
- *Sponsorship Cost and Benefits:*
 - **\$1,000 LEVEL:**
 1. Logo on event banners and posters to promote the event
 2. Logo and clickable link in our promotional HTML email to approximately 4,000 environmentally conscious professionals and outdoor enthusiasts on our email list and social media promotion through our Facebook and Twitter pages
 3. Logo with clickable link on event website
 4. Recognition at the event
 5. Onsite activation, giveaway opportunities, and prizes for additional branding and awareness to drive traffic and sales to your company
 6. 8 VIP tickets, including 8 drink tickets and food.
 - **\$500 LEVEL:**
 1. Company name with clickable link on event website
 2. Company name and clickable link in our promotional HTML email to approximately 4,000 environmentally conscious professionals and outdoor enthusiasts on our email list and social media promotion through our Facebook and Twitter pages
 3. Recognition at the event
 4. Onsite activation, giveaway opportunities, and prizes for additional branding and awareness to drive traffic and sales to your company
 5. 4 VIP tickets, including 4 drink tickets and food.
 - **\$250 LEVEL:**
 1. Company name and logo with clickable link on event website
 2. Company name and logo with clickable link in our promotional HTML email to approximately 4,000 environmentally conscious young professionals and outdoor enthusiasts on our email list and social media promotion through our Facebook and Twitter pages
 3. Recognition at the event
 4. 2 VIP tickets, including 2 drink tickets and food

FOR MORE INFORMATION, CONTACT:

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