

## SPONSORSHIP OPPORTUNITIES 2017

### BASE CAMP BASH AND VIP PARTY:

- *The Pitch:* The Base Camp Bash is our main fundraising event and annual excuse to get together, have fun, eat local food from **Snooze**, local beer from **Great Divide**, drink great wine courtesy of **Il Castagno**, enjoy live music from local bluegrass band **Mayhem Gulch**, 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 Colorado Front Range 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 the \$250+ level VIP/Sponsorship levels. **The Squire Lounge** will feature 2 unique cocktails using local spirits from **Deep Eddy Vodka** and **291 Colorado Whiskey**. The cocktails will be paired with local appetizers from **Butcher's Bistro** and treats prepared by amazing local restaurants, including, **PB Love**, and **Cake Crumbs**. 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](http://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 22nd, 2017, 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
  2. AOR, Inc.
  3. BNY Mellon
  4. CASI
  5. Climax Molybdenum
  6. Colorado Asphalt Services, Inc.
  7. CoBiz Financial
  8. East West Partners
  9. Great Divide
  10. Guaranty Bank
  11. Kelly & Walker, LLC
  12. Leopold Bros.
  13. MegaStar Financial
  14. Moyer | White
  15. Samuel Engineering
  16. Slifer, Smith & Frampton
  17. Snooze
  18. Steuben's
  19. Taddonio Family Foundation
  20. Union Station
- *Sponsorship Levels and Benefits:*
  - **\$10,000 LEVEL: PRESENTING SPONSOR**
    1. Base Camp Bash presenting sponsor: Ex. [Your Company] Presents the 2017 Base Camp Bash
    2. 20 VIP tickets to the Base Camp Bash and VIP party before the event to give to executive team, key staff, strategic partners, clients, vendors, etc.
    3. Featured presenting sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
    4. Present Ripple Effect Award to students at the Base Camp Bash
    5. Personal tour with Executive Director to see a program in action at a school or in the field

6. \$5,000 level benefits below:
  - **\$5,000 LEVEL: PROGRAM SPONSOR**
    1. Name presenting a 2017 program: Ex. [Your Company] Presents the 2017 Community Adventure Program
    2. 16 VIP tickets to the Base Camp Bash and VIP party before the event to give to executive team, key staff, strategic partners, clients, vendors, etc.
    3. Featured program sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
    4. Logo prominently displayed on featured program stations at the Base Camp Bash
    5. Onsite activation, silent auction item, giveaway opportunities, and prizes for additional branding and awareness to drive traffic and sales to your company
  - 6. \$2,500 benefits below:
    - **\$2,500 LEVEL: SUMMIT SPONSOR**
      1. Named VIP wine, prosecco, cocktail, food, band sponsors: Cost of item + \$2,500 cash donation
      2. 8 VIP tickets to the Base Camp Bash and VIP party before the event to give to executive team, key staff, strategic partners, clients, vendors, etc. Additional VIP tickets are \$250 per person.
      3. Featured summit sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
    - 4. \$1,000 benefits below:
      - **\$1,000 LEVEL: PEAK SPONSOR**
        1. 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. Additional VIP tickets are \$250 per person.
        2. Featured peak sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
        3. Recognition at the Base Camp Bash and VIP Party
        4. Logo on 2,000+ invitations for the Base Camp Bash
        5. Logo on all Base Camp Bash marketing and promotional materials
        6. Logo with clickable link in article about Base Camp Bash event on Cottonwood Institute website
        7. Social media promotion through our Facebook and Twitter pages
      - 8. \$500 level benefits below:
        - **\$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! VIPs will enjoy a Bloody Mary Bar before the event courtesy of **The Real Dill** and **Deep Eddy Vodka**.
- *Event Website:* For more information, go to: <http://www.CottonwoodInstitute.org/Throwdown>
- *Cost:* \$250 for a team of two people, VIP and Sponsor levels also available
- *Date/Time/Location:* TBA: July/August 2017, 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 – 65 years old
- *Past Sponsors:*

<ol style="list-style-type: none"> <li>1. Anadarko</li> <li>2. AOR, Inc.</li> <li>3. BNY Mellon</li> <li>4. Chipotle</li> <li>5. Freeport McMoRan/Climax Molybdenum</li> <li>6. CoBiz Financial</li> <li>7. East West Partners</li> <li>8. Enterprise Rent-A-Car</li> </ol>	<ol style="list-style-type: none"> <li>9. Great Divide</li> <li>10. Haley &amp; Aldrich</li> <li>11. Kelly &amp; Walker, LLC</li> <li>12. MegaStar Financial</li> <li>13. Moyer   White</li> <li>14. Nokia</li> <li>15. OtterBox</li> <li>16. Samuel Engineering</li> <li>17. Slifer, Smith &amp; Frampton</li> </ol>
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- *Sponsorship Levels and Benefits:*
  - **\$10,000 LEVEL: PRESENTING SPONSOR**
    1. The Throwdown presenting sponsor. Ex. [Your Company] Presents The Throwdown 2017
    2. 10 VIP team registrations to give to executive team, key staff, strategic partners, clients, vendors, etc.
    3. Featured presenting sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
    4. Personal tour with Executive Director to see a program in action at a school or in the field
    5. \$5,000 level benefits below:
  - **\$5,000 VIP LEVEL: PROGRAM SPONSOR**
    1. Named program sponsor: Ex. [Your Company] Presents the Community Adventure Program
    2. 8 VIP team registrations to give to executive team, key staff, strategic partners, clients, vendors, etc. Additional VIP registrations are \$250 per team.
    3. Featured program sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
    4. \$2,500 level benefits below:
  - **\$2,500 VIP LEVEL: SUMMIT SPONSOR**
    1. 6 VIP team registrations to give to executive team, key staff, strategic partners, clients, vendors, etc. Additional VIP registrations are \$250 per team.
    2. Featured summit sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
    3. 10 x 10 event tent, giveaway opportunities for event attendees and opportunity to provide prizes to tournament winners
    4. Banner on site and recognition at the event
    5. \$1,000 level benefits below:
  - **\$1,000 VIP LEVEL: PEAK SPONSOR**
    1. 4 VIP team registrations to give to executive team, key staff, strategic partners, clients, vendors, etc. Additional VIP registrations are \$250 per team.
    2. Featured peak sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,000 professionals on our email list
    3. Court sponsorship sign with company logo
    4. Recognition at The Throwdown
    5. Company name and logo with clickable link on event website
    6. Banner on site and recognition at the event
    7. Logo on all Throwdown marketing and promotional materials event t-shirts, posters, and koozies/beer cups
    8. Logo with clickable link in article about The Throwdown event on Cottonwood Institute website

9. Social media through our Facebook and Twitter pages

10. \$500 level benefits below:

▪ **\$500 VIP LEVEL:**

1. 2 VIP team registrations. Additional VIP registrations are \$250 per team.
2. Logo with clickable link on The Throwdown event website

▪ **\$250 VIP LEVEL:**

1. 1 VIP team registration, including VIP Bloody Mary Bar before the event

**COTTONWOOD INSTITUTE URBAN FARM VOLUNTEER PROJECT:**

- *The Pitch:* Come get your hands dirty! Cottonwood Institute is excited to partner with Re:Vision and the Westwood Co-op here in Denver to offer a fun volunteer opportunity for our supporters, board, staff, students, alumni, parents and educational partners. Re:Vision is an innovative non-profit organization in the Westwood community of Denver that develops resident leaders, cultivates community food systems, and grows self-sufficient economies. More recently they launched the Westwood Co-Op which actively provides jobs, training, and affordable food to this neighborhood. They need our help! Volunteer activities may include: urban farming projects, weeding, planting, harvesting, composting, as well as cleaning and construction projects at the co-op. Registration includes lunch from **Chipotle** and beer from **Oskar Blues** at the end of the day for 21+ volunteers.
- *Event Website:* For more information, go to: <http://www.cottonwoodinstitute.org/get-involved/events/>
- *Cost:* Free!
- *Date/Time/Location:* TBA: September 2017, 9am – 2:30pm at Re:Vision: 3738 Morrison Road, Denver, CO 80219
- *Expected Attendance:* 30-50 volunteers
- *Demographics:* Cottonwood Institute students, alumni, educational partners, instructors, staff, board members, donors, and sponsors
- *Past Sponsors:*
  1. Chipotle
  2. Oskar Blues
  3. Re:Vision
- *Sponsorship Levels and Benefits:*

Call for custom sponsorship packages. Sponsors for our volunteer project will help recruit volunteers and provide in-kind food and beverages. Sponsor benefits include company logo on all marketing and promotion materials, communications, event website, and will have an opportunity for onsite activation during the volunteer project. Cash and in-kind donations help support Cottonwood Institute programs for our highest need students.

**COTTONWOOD INSTITUTE DONOR HAPPY HOUR:**

- *The Pitch:* Cottonwood Institute (CI) is excited to partner with Great Divide Brewing Company to host our end of the year donor happy hour! Come over to the Great Divide's private event space in RiNo after work (not the Barrel Bar Tap Room), share a delicious local craft beer with us, get a sneak peak of our new CI video, help us celebrate our accomplishments this year, and network with other CI supporters. Our happy hour for 2017 is TBA, but will take place in November 2017 from 5:30pm – 7:00pm at Great Divide Brewing Company's RiNo Canning Facility (not the Tap Room) at 3403 Brighton Boulevard, Denver, CO 80216
- *Event Website:* For more information, go to: <http://www.cottonwoodinstitute.org/happyhour>
- *Cost:* No cover for 2017 donors
- *Date/Time/Location:* Date: TBA, November, 2017, 5:30pm – 7pm, Great Divide Brewing Company
- *Expected Attendance:* 150+ people

- *Demographics:* Front Range professionals, 30 – 65 years old.
- *Past Sponsors:*

1. 5280 Magazine	5. CoBiz Financial
2. 5280 Sliders	6. Freeport McMoRan/Climax
3. AOR, Inc.	Molybdenum
4. BNY Mellon	7. MegaStar Financial
- *Sponsorship Levels and Benefits:*  
 Call for custom sponsorship packages. Sponsor benefits include company logo on all marketing and promotion materials, communications, event website, and will have an opportunity for onsite activation during the volunteer project. Cash donations help support Cottonwood Institute programs for our highest need students.

**FOR MORE INFORMATION, CONTACT:**

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