2021 EVENTS OVERVIEW:

Cottonwood Institute (CI) is thrilled to host 3 virtual fundraising events in 2021 to help raise critical funding to support its programs to connect public students to the outdoors and to inspire them to become leaders, problem-solvers, and changemakers in their communities.

CI will host a Virtual Happy Hour on Thursday, February 18, 2021, the Virtual Base Camp Bash on Saturday, April 24, 2021, and the Virtual Move-A-Thon on Saturday, July 31, 2021. CI events offer an exciting way to engage your friends, family, co-workers, and clients to get involved, give back, build community, and have fun!

Due to COVID-19, CI students are feeling isolated and alone, are spending a majority of their time inside and online and all of the net proceeds from our events will directly support CI programs to help students explore outside to become changemakers in their communities. CI programs are needed now more than ever during this challenging time!

Learn more at: https://www.cottonwoodinstitute.org/events
Virtual Happy Hour:

*The Pitch*: This is not your typical boring Zoom Happy Hour. Oh no, the CI Virtual Happy Hour is a fast-paced, action-packed, and unique way to connect and build an ecosystem of supporters who are all committed to each other’s long-term sustainability and success. The CI Virtual Happy Hour will take place on **Thursday, February 18, 2021, 6:00pm – 7:00pm MT**, from the comfort of your own home. Get ready to live!

**CI Virtual Happy Hour and Networking Event:** Here are a few highlights:
- Exclusive Great Divide pilot beer tasting
- Virtual Scavenger Hunt Overview
- Speed networking breakout sessions
- What’s coming up for CI in 2021 and Scavenger Hunt Prizes

**Event Website:** For more information, go to: [https://www.cottonwoodinstitute.org/happyhour](https://www.cottonwoodinstitute.org/happyhour)

**Cost:** $25 per person for virtual ticket; $75 per person or $150 per couple for VIP cocktail/appetizer delivery

**Expected Attendance:** We are expecting 75 - 100 people to participate this year
The Pitch: The Base Camp Bash is our main fundraising event and annual excuse to get together (virtually again this year), have fun, celebrate our students and successes in 2021, and is a great opportunity to network with the movers and shakers of Denver. The Virtual Bash will be on Saturday, April 24th, 2020, 6:00pm – 7:00pm, from the comfort of your own home.

Virtual Base Camp Bash Party: Here are a few highlights:

- Enjoy local food, beer, great wine, and local music & entertainment.
- Adventurous silent and live auction with outdoor gear, unique experiences, and date nights from the best local businesses and restaurants
- 2021 Ripple Effect Award student winners and Lauren Guthrie Legacy Scholarship Presentation
- Speed networking breakout sessions

Event Website: For more information, go to: https://www.cottonwoodinstitute.org/bash

Cost: $75 per person for the main event, $150 for a single VIP ticket, $250 per VIP couple

Expected Attendance: We are expecting 150 - 200 people to participate this year.
VIRTUAL MOVE-A-THON:

The Pitch: The summer is a great time to get outdoors and get movin’ y’all! CI is excited to host an old school Move-A-Thon with a modern twist to benefit our students and programs. The Move-A-Thon will run from July 1 - July 30, 2021. Participants will pick a human-powered outdoor recreation movement, like walking, hiking, running, swimming, or biking or something more unique like unicycling, Hike Dancing, or Jancing (look it up -- it’s a movement). Then they will create an online fundraising page as an individual, family or company (stay tuned for more info) and set a realistic, but achievable fundraising goal. Participants will also download the Strava App (stay tuned for more info), track their movement miles, number of workouts. Finally, everyone is invited to join us for a final Virtual Awards Celebration with our final Move-A-Thon Virtual Awards Party on Saturday, July 31, 2021 from 6 - 7pm MT.

Virtual Move-A-Thon Awards Party: CI will host a big Virtual Move-A-Thon Awards Party on Saturday, July 31st, 2021 from 6pm - 7:00pm MT to celebrate the big Move-A-Thon winners and to thank everyone who participated. Here are a few highlights:

- Virtual cocktail lesson and DJ
- Top mover, fundraiser, and best mover costume awards
- Awesome silent and live auction
- Speed networking breakout sessions

Location: Since this is a virtual event, anyone from anywhere can participate – woohoo!

Event Website: https://www.cottonwoodinstitute.org/moveathon

Cost/Fundraising Goal: We are asking everyone to donate or help raise a minimum of $150 for individuals, $250 for families, and $500+ for companies. We would love for sponsors to challenge their employees to match their sponsorship level. Good Karma, free virtual high fives, and a prize will be awarded to the top fundraiser!
CI 2021 SPONSORSHIP LEVELS AND BENEFITS:

- **Virtual Event Presenting Sponsor:** $10,000. Ex. [Your Company] Presents the Virtual CI Happy Hour and Networking Event, Virtual Base Camp Bash, or Virtual Move-A-Ton
- **CI Program Sponsor:** $5,000. Ex. [Your Company] Presents the CI CAP Program, Changemaker, or Explore Outside Program
- **Technology Sponsor:** $5,000. [Your Company] is the official technology sponsor of CI, which will help pay for Zoom, GiveSmart, DonorPerfect, WorkBright and other essential technology for CI operations.
- **CI Ripple Effect Award Sponsor:** $2,500. Ex. Your company will have a speaking opportunity to help present the 2021 Ripple Effect Award to students at the Virtual Base Camp Bash.
- **CI Instructor Sponsor:** $2,500. Your company will have a speaking opportunity to give a shout out to our amazing CI instructors who sacrifice so much to serve our students and inspire future changemakers in our communities and share what your company does.
- **Event Commercial Sponsor:** $1,000. Your company will have an opportunity to show a short 1-2 minute video in between event segments to share what your company does.
- **Keynote Speaker/Influencer Sponsor:** Cost + $1,000. Ex. Your company will have a speaking opportunity to introduce event Keynote speakers and share what your company does.
- **Networking Breakout Session Sponsor:** $1,000. Ex. Your company will present our Speed Networking Breakout Session and share what your company does.
- **Food Sponsor:** Cost + $1,000. Ex. Your company will sponsor food delivery for our VIP guests and sponsors that donate $250+.
- **Beverage Sponsor: Beer/Wine/Cocktail:** Cost + $1,000. Ex. Your company will sponsor beverage delivery for our VIP guests and sponsors that donate $250+.
- **Goodie Bag/Thank You Sponsor:** Cost + $1,000. Ex. Your company will sponsor our Goodie Bag/Thank You delivery for our VIP guests and sponsors that donate $250+ and have an opportunity to include information about your company.

Other Sponsorship Benefits:

- Featured sponsor spotlight with logo and clickable link on our event website
- Featured sponsor spotlight with logo and clickable link in our promotional HTML email to approximately 4,500 professionals on our email list
- Social media post on LinkedIn, Facebook, and/or Instagram pages
- Logo/name on event digital posters
- Logo/name on event print invitations
- Logo/name on event promotional items. Ex. Koozies, cups, headbands, masks, etc.
- Opportunity to put branded swag in goodie bags. Items must be reusable (Ex. water bottles, mugs, pens) and not 1 time, disposable items.
- CI is committed to building an ecosystem of supporters that are all committed to each other’s long-term sustainability and success. If there is mutual permission in advance, CI will help make personal introductions to other CI sponsors, donors, supporters, and partners and help provide unique ways to connect.
FOR MORE SPONSORSHIP INFORMATION, OR TO CUSTOMIZE A PACKAGE, CONTACT:

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