



# 2023 SPONSORSHIP OPPORTUNITIES

Cottonwood Institute is on a mission to connect middle and high school students to nature and inspire them to protect it. Our vision is to awaken the changemaker within every student.

**Help make our programs possible by sponsoring one of our 2023 events!**



→ **Learn more at:** [cottonwoodinstitute.org/events](https://cottonwoodinstitute.org/events)





# 2021-2022 REACH BY THE NUMBERS

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## PROGRAM IMPACT

**785**

Participants

**21,475**

Program  
Contact Hours

**7,168**

Service Hours

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## SOCIAL MEDIA ENGAGEMENT

**1.3K**

Facebook  
Followers

**11K**

Website  
Visitors

**5.5K**

Email  
Subscribers

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## PARTNER ENGAGEMENT

**18**

Program  
Partners

**34**

Student  
Programs

**36**

Event  
Sponsors

# 2023 EVENTS OVERVIEW

Cottonwood Institute (CI) is thrilled to host 5 events in 2023 to help raise critical funds to support our work. 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! Money raised supports our programming across the Front Range here in Colorado to connect students to nature and inspire them to protect it.



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## 1 BASE CAMP BASH

**SATURDAY, APRIL 22 2023**

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## 2 THE THROWDOWN

**SATURDAY, JULY 22 2023**

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## 3 HARVARD GULCH INVITATIONAL

**AUGUST 5TH, 2023**

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## 4 BEATS ON THE CREEK

**WEEKLY SUMMER CONCERT SERIES, DATES TBD**

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## 5 HAPPY HOUR

**NOVEMBER 2023**

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➔ **Learn more at:** [cottonwoodinstitute.org/events](https://cottonwoodinstitute.org/events)



# BASE CAMP BASH

SATURDAY, APRIL 22

6-10 PM, @ Space Gallery

The Base Camp Bash is our main fundraising event, and serves as our annual celebration of our program and student success. It's a great opportunity to learn about Cottonwood Institute's work in our communities, network with Front Range professionals, and have fun!

## BASE CAMP BASH HIGHLIGHTS

- Join our VIP Cocktail hour from 6-7 before our main event from 7-10
- Enjoy local food, beer, great wine, and local music & entertainment
- Bid on adventurous auctions with outdoor gear, unique experiences, and date nights from the best local businesses and restaurants
- Hear from the 2022 Ripple Effect Award student winners

## EVENT COST

- \$75 per person for the main event
- \$150 for a single VIP ticket
- \$250 per VIP couple
- \$10,000 Presenting Sponsor
- \$5,000- \$2,500 Table Sponsors
- \$1,000 Supporting Sponsor

## ATTENDANCE

We are expecting 200-250 people to participate this year.

## AUDIENCE

Front Range professionals, 30 - 65 years old.

## FUNDRAISING GOAL

Our goal is to raise \$100,000 at the Bash.

# THE THROWDOWN

SATURDAY, JULY 22

9AM-1PM

@ MCGREGOR SQUARE



The Throwdown is our annual charity cornhole tournament for Denver area professionals to enjoy an afternoon outside tossing bags while supporting a great local educational non-profit! This is a awesome opportunity for networking and client cultivation in a fun and relaxed atmosphere.

## THROWDOWN HIGHLIGHTS

- A guarantee of 3 games of cornhole. Pay for the entire round-robin bracket and invite key prospects, customers, clients, vendors, employees, etc., or challenge companies from another industry!
- Enjoy local food, beer, great wine, and local music & entertainment.
- VIP Bloody Mary bar from 9-10 am.
- Bid on silent auction items with items from local businesses, outdoor gear, and entertainment.
- The top 3 teams in each bracket will receive great prizes.

## EVENT COST

- \$5,000 event sponsor
- \$2,500 feature sponsor
- \$1,000 sponsor

## ATTENDANCE

We are expecting 32 teams, 128 participants, and additional spectators and volunteers for a total of 150 people. Hundreds of people pass through McGregor Square on the weekends; in addition to the event attendance, we invite the public to participate in "passing by" games. This event offers a lot of exposure for your brand!

## AUDIENCE

Front Range professionals, 30 – 65 years old.

## FUNDRAISING GOAL

Our goal is to raise \$50,000 at The Throwdown.



# HARVARD GULCH GOLF INVITATIONAL

SATURDAY, AUGUST 5

10-5 PM @ HARVARD GULCH GOLF COURSE

Join us Saturday, August 5th, 2023 at Harvard Gulch for drinks, food, prizes, and 9 holes of beginner-friendly par three golf! This tournament is open to everyone aged 21 and over. All net proceeds from the event will benefit Cottonwood Institute in memory of Rivers Stilwell.

## HARVARD GULCH INVITATIONAL HIGHLIGHTS

- Structured as a best ball format with teams of 4; sign up with 1-4 players. We can group singles/pairs with an existing team.
- This won't be your typical golf tournament: expect fun, games & extra challenges!
- Participate in the silent auction.
- Food and beverages are included with entry.
- This event is organized and presented by Ryan Feaster - Real Estate Agent with Realty ONE Group Five Star.

## EVENT COST

- \$2,500 featured sponsor
- \$1,000 sponsor
- \$215 per 4 some

## ATTENDANCE

We are expecting 85 players and additional spectators and volunteers for a total of 100 – 125 people.

## AUDIENCE

Front Range professionals, 30 – 65 years old.

## FUNDRAISING GOAL

Our goal is to raise \$25,000 at the Harvard Gulch Golf Invitational.



# BEATS ON THE CREEK

TUESDAYS IN AUGUST 2023

6-9 PM @ THE CHERRY CREEK BRIDGE



Beats on the Creek has become a summertime staple in downtown Denver, bringing people together on the banks of Cherry Creek to enjoy food, drinks, and free live music, all to support local nonprofits! Presented by Coohill's Restaurant, this year's concert series is extra special-- all proceeds from the event support Cottonwood Institute!

## BEATS ON THE CREEK HIGHLIGHTS

- Enjoy live music and delicious food and drink while taking in the beautiful scenery of downtown Denver in the summer!
- Bring your family and friends for a night out on the town, with all proceeds benefitting Cottonwood Institute.
- Advertisement for your business in Downtown Denver with a large and diverse crowd.

## EVENT COST

- \$5,000 event sponsor
- \$2,500 weekly sponsor
- \$1,000 sponsor
- \$5 donation at the door for attendees

## ATTENDANCE

300 people per week or 1,200 people total.

## AUDIENCE

Front Range professionals, 30 - 65 years old.

## FUNDRAISING GOAL

Our goal is to raise \$25,000 at Beats on the Creek.



# HAPPY HOUR

NOVEMBER 2023

5-7PM @ TBD

Our amazing programs couldn't be executed without the help and support of our fabulous donors, program partners, and staff members. The Cottonwood Institute Happy Hour event is a chance to celebrate another great year of programming and thank our sponsors, donors, program partners, board members, and instructor team.

## HAPPY HOUR HIGHLIGHTS

- Opportunity to network with Colorado professionals- including our board members, corporate donors, and program partners.
- Enjoy local food, beer, great wine, and local music & entertainment.
- Advertisement for your business.
- Hear our yearly program updates and goals.

## EVENT COST

- \$5,000 event sponsor
- \$2,500 sponsor
- \$1,000 sponsor
- Free for attendees

## ATTENDANCE

We are expecting 75-100 people.

## AUDIENCE

Front Range professionals, 30 - 65 years old.

## FUNDRAISING GOAL

Our goal is to raise \$5,000 at the Happy Hour event.

# SPONSORSHIP LEVELS

## PRESENTING SPONSOR LEVEL - \$10,000

- 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 5,500 professionals on our email list
- Opportunity to market your company during the event (display banner/promotional materials)
- Name and logo on all promotional materials and the event program as "Presenting Sponsor"
- Email announcement to our community highlighting your company and sponsorship/company feature in our monthly newsletter
- 3 social media posts spotlighting company/sponsorship

## EVENT-SPECIFIC BENEFITS

- Bash: 10 free event tickets to the Bash (reserved table)
- Throwdown: 5 VIP teams: 10 players + 10 spectators

## SPONSOR LEVEL - \$5,000

- 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 5,500 professionals on our email list
- Recognition of sponsorship at the event
- Opportunity to market your company during THE event (display banner/promotional materials)
- 2 social media posts spotlighting company/sponsorship

## EVENT-SPECIFIC BENEFITS:

- Bash: 8 free event tickets to the Bash (reserved table)
- Throwdown: 4 VIP Teams: 8 players + 8 spectators
- Harvard Gulch: 3 Free 4 person team entries
- Beats on the Creek: TBD



# SPONSORSHIP LEVELS

## SPONSOR - \$2,500

- 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 5,500 professionals on our email list
- Recognition of sponsorship at the event
- Opportunity to market your company during the event (display banner/promotional materials)
- 1 social media post spotlighting sponsorship

### EVENT-SPECIFIC BENEFITS:

- Bash: 6 free event tickets to the Bash (reserved table)
- Throwdown: 2 VIP teams: 4 players + 4 spectators
- Harvard Gulch: 2 Free 4 person team entries
- Beats on the Creek: TBD

## SPONSOR- \$1,000

- 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 5,500 professionals on our email list
- Recognition of sponsorship at the event
- Opportunity to market your company during the event (display banner/promotional materials)
- 1 group social media post spotlighting sponsorship

### EVENT-SPECIFIC BENEFITS:

- Bash: 4 free event tickets to the Bash
- Throwdown: 1 VIP team: 2 players + 2 spectators
- Harvard Gulch: 1 Free 4 person team entry
- Beats on the Creek: TBD



# THANKS TO OUR PREVIOUS EVENT SPONSORS AND PRODUCT DONORS!

291 Whiskey  
Affiliated Enginners (AEI)  
Agency Off Record (AOR)  
Alliance Bernstein  
Alpine Bank  
Anthony's Pizza  
Argonaut Liquor  
Autocamp  
Big Blue Swim School  
Bluebird Backcountry  
Boulder Rock Club  
Brider Rotisserie  
Broken Compass Brewing  
Butterfly Pavilion  
Cake CrumbsChipotle  
Chook Chicken  
Climax Molybdenum/Freeport McMoRan

CoBank  
Colorado National Golf Club  
CooHills  
Coors Brewing Co  
Corvus Coffee Roasters  
Crawford Hotel  
Dairy Queen  
Delafoto  
Dell Technologies  
Deep Eddy Vodka  
Deloitte  
Denver Nature and  
-Science Museum  
Denver Zoo  
Distillery 291  
DoTerra  
East West Partners  
Edible Beats Restaurant Group  
Elsmere Education  
EMR Discovery  
Eric Einstein Photography  
Evo  
Fin River Gear  
Fiske Planetarium  
First Fidelity Bank  
Flylow  
Friction Labs  
Front Range Anglers

Geneva Financial  
Golden Moon Speakeasy  
Golden Puzzle Room  
GolfTec  
GLC Advisors Co  
Great Divide Brewing Co.  
Greenberg Traurig  
GSI Outdoors  
Hire a Helper  
HKM Employment Attorneys  
IMA Corp.  
Kelly Law Partners LLC  
Laws Whiskey  
Little Man Ice Cream  
Lockton  
Loveland Ski Area  
Maroon Bell Outdoors  
McGregor Square  
MegaStar Financial Corp- Trent Peaker  
Meow Wolf  
Metro City Roofing  
Microsoft  
Miners Alley  
Mockery Brewing Co  
MODL  
Momentum Consulting  
MountainSmith  
Mountain Toad Brewing  
Movement Gym- RiNo  
Moye White  
Mythology Distillery

Patagonia  
Pizzeria Locale  
Plate Moran  
Pote Law Firm LLC  
Puffin  
Rab  
Rally Hotel  
Ratio Brewing Co  
Redgarden Engineering LLC  
Round the Clock Logistics  
Royal Robbins  
Ryan Feaster- Realty One Group Five Star  
Salesforce  
Scraps Mile High  
Slifer, Smith, & Frampton  
Smartwool  
Snooze  
Squire Lounge/715 Club/Matchbox  
Strategic Hospitality  
Stanley Beer Hall  
Sweet Bloom Coffee  
Sustainable Advisors Alliance  
Taddonio Family Foundation  
UBS: Stone-Segal Wealth Management  
Upslope Brewing Co.  
Verde o Nada  
Whitewater Workshop Golden  
Whitson Strategies  
Woods Boss Brewing Co  
World Wide Technology

**CI is committed to building an ecosystem of supporters committed to each other's long-term sustainability and success. If there are custom sponsorship benefits you are interested in or more information, please contact:**

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