



COTTONWOOD
INSTITUTE

explore | learn | change



SPONSORSHIP OPPORTUNITIES

2 0 2 4



COTTONWOOD INSTITUTE

Thank you so much for your interest in supporting our students and programs through our 2024 Cottonwood Institute (CI) events. CI's vision is to awaken the changemaker within every student. Our mission is to connect middle and high school students to nature and inspire them to protect it.

Over the past 20 years, we have built a strong community of supporters who are all committed to each other's long-term sustainability and success. We have crafted fun, unique, and engaging events throughout the year to help achieve your marketing and philanthropic goals and we can't wait to connect with you and your team at our events this year!

- Ford Church
Founder & Executive Director



2022-2023 REACH BY THE NUMBERS

PROGRAM IMPACT

461

Participants

27,302

Program
Contact Hours

7,203

Service Hours

SOCIAL MEDIA ENGAGEMENT

2.9K

Social Media
Followers

11K

Website
Visitors

5.5K

Email
Subscribers

PARTNER ENGAGEMENT

16

Program
Partners

26

Student
Programs

59

Event
Sponsors

→ Learn more at: cottonwoodinstitute.org/events

2024 EVENTS OVERVIEW

Cottonwood Institute (CI) is thrilled to host 4 events in 2024 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.



1

BASE CAMP BASH

MARCH 2, 2024, UPPER LARIMER EVENT CENTER



2

BEER COLLAB WITH WOODS BOSS

JUNE 20, WOODS BOSS BREWING



3

THE THROWDOWN

JULY 13 2024, MCGREGOR SQUARE



4

BEATS ON THE CREEK

JULY 9, 16, 23, 30 2024, COOHILLS RESTAURANT



5

HARVARD GULCH INVITATIONAL

AUGUST 10, 2024, HARVARD GULCH

BASE CAMP BASH

MARCH 2, 2024, UPPER LARIMER EVENT CENTER



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 6-7pm before our main event from 7-10pm
- 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
- 2023 Ripple Effect Award student winners

EVENT COST

- \$75 per person for the main event
- \$150 for a single VIP ticket
- \$250 per VIP couple
- \$1,000 Supporting Sponsor
- \$2,500- \$5,000 Table Sponsors
- \$10,000 Presenting 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 \$160,000 at the Bash.

BEER RELEASE COLLABORATION

WITH WOODS BOSS BREWING CO, LIVING A STOUT LIFE,
AND DENVER FOUNDERS NETWORK



Our 2nd Annual Beer Release Party is hosted by [Woods Boss Brewing Co.](#) and presented by [Living a Stout Life \(LASL\)](#), and [Denver Founders Network](#) to benefit [Cottonwood Institute](#). This event will help raise critical funds for our Explore Outside Program this summer, which breaks down barriers to help get more kids into the natural world while inspiring them to care for it.

BEER RELEASE HIGHLIGHTS

- Join us from 4-6pm at The Lodge at Woods Boss as [Chris Franks](#) from Denver Founders chats with [Jordan Fink](#), Co-Founder of Woods Boss as we enjoy our freshly tapped collaboration beer (to be announced soon).
- Then we will head over to the main tap room at Woods Boss from 6-8pm to continue networking, connecting, enjoying Woods Boss' amazing beer, and raising money for Cottonwood Institute.

EVENT COST

Free! There is no cost to attend, but \$1 - \$1.50 per pint sold will be donated to Cottonwood Institute

\$1,000 SPONSORSHIP BENEFITS

- Logo and link on Cottonwood Institute, Denver Founders Network, and Living A Stout Life Websites and event communication.
- 1 minute commercial during the event
- Social media shout outs on LinkedIn
- Lots of good Karma

FUNDRAISING GOAL

\$5,000 to support our Explore Outside Summer Program with Dr. Martin Luther King, Jr. Early College

THE THROWDOWN

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 \$40,000 at The Throwdown.

HARVARD GULCH GOLF INVITATIONAL



Join us in August 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!
- 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 \$15,000 at the Harvard Gulch Golf Invitational.

BEATS ON THE CREEK



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 live music, all to support local nonprofits! Presented by Coohill's Restaurant, 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 per person suggested donation at the door for attendees included

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 \$30,000 at Beats on the Creek.

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
- 2+ social media posts spotlighting company/sponsorship


EVENT-SPECIFIC BENEFITS

- Bash: 10 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)
- 1 social media posts spotlighting company/sponsorship

EVENT-SPECIFIC BENEFITS:

- Bash: 8 event tickets to the Bash (reserved table)
 - Throwdown: 4 VIP Teams: 8 players + 8 spectators
 - Harvard Gulch: 3 Foursome team entries
 - Beats on the Creek: 20 entries + 20 drink tickets
- 

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 group social media post spotlighting sponsorship

EVENT-SPECIFIC BENEFITS:

- Bash: 6 VIP tickets to the Bash (reserved table)
- Throwdown: 2 VIP teams: 4 players + 4 spectators
- Harvard Gulch: 2 Foursome team entries
- Beats on the Creek: 15 entries + 15 drink tickets

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 Foursome team entry
- Beats on the Creek: 10 entries + 10 drink tickets



THANKS TO OUR PREVIOUS EVENT SPONSORS AND PRODUCT DONORS!

10th Mountain Division Huts	Corvus Coffee	IMA	Nurture Wellness Marketplace
291 Colorado Whiskey	Delafoto	Impact Capital Partners	Patagonia
5Star Bank	Deloitte	Improper City	Plante Moran
Abejas Restaurant	Denver Art Museum	Inspirato For Good	Pote Law Firm
Aeropress	Denver Nature and Science Museum	Intrinsic	Quality 1st Plumbing & Heating
Alliance Bernstein	Denver Water	Jeff and Joanne Schwartz	Raices Brewing Co
Alpine Bank	Denver Zoo	Junction Food and Drink	Ratio BeerworksEl
Anthony's Pizza	Deuter	Kaladi Coffee	Ritz Carlton
AOR	Distillery 291	Kari Traa	Rocky Talkie
Autocamp	Door Renew Denver	Kelly Law Partners	Scraps
Bierstadt Lagerhaus	East West Partners	Lauren Guthrie Make A Difference Fund	Simple, Farrington, Everall & Case
Bigsby's Foley	Elitch Gardens	Leevers Locavore	Snooze
Brenda and Stefan Mokrohisky	Elsmere	Left Hand Brewing Co	Stanley Beer Hall
Catherine Schwartz Financial LLC	Epic Western Cocktail Co	Leopold Bros	Stanley Hotel
Cheluna Brewing Company	Eric Einstein Photography	Lifetime Windows & Siding	Sumo Logic
Children's Hospital Heart Institute	Evo Lodging	Lockton	Sweet Bloom Coffee
Church Family	Fin River Gear	Marathon Petroleum	Tattered Cover
CoBank	First Fidelity Bank	Maroon Bell Outdoor	The Araho Group
Coleman Family	Food Lab Boulder	McDevitt Taco Supply	The Kitchen
Colorado Mountain School	Frasca Food and Wine	McGregor Square	The Pad
Confluence	Freeport McMoRan/Climax Molybdenum	MegaStar Financial	The Rally Hotel
Corrida Boulder	Front Range Anglers	Meow Wolf	The Walton Family Foundation
	Golden Moon Speakeasy	Miners Alley	The Wilderness Society
	Golftec	Molson Coors	Topo Designs
	Gravity Haus	Mountain Toad Brewing	Voxpopme
	Great Divide	Moye White	Whitson Strategies
	Greenberg Traurig	My Neighbor Felix	Whole Foods
	GSI Outdoors	Mythology	Woods Boss Brewing Co.
	Guthrie Family	Nido Planning	World Wide Technology
	Hercules Industries	Nocturne Jazz Club	Wyld Gear
	Il Porcellino		YMCA of the Rockies

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:

Ford Church, Executive Director
 Cottonwood Institute
 303.447.1076 x700
ford@cottonwoodinstitute.org
 Tax ID: 20-1822172

