



# A GRATEFUL HARVEST

## Sponsorships

August 10, 2024 | 5PM

*An evening to embrace joy like our campers  
at Roundup River Ranch.*





# A Letter From Our Co-Chairs

**JOIN US AUGUST 10 AT ROUNDUP RIVER RANCH FOR A NIGHT OF INSPIRATION AND CELEBRATION**

Roundup River Ranch's 2024 Camp Theme, "Embrace JOY" illustrates the excitement that we feel as co-chairs of A Grateful Harvest. The power of camp is truly remarkable.

Every camper's smile, every friendship made, and every healing moment our campers experience is a testament to the transformative power of Roundup River Ranch. At Roundup River Ranch, we welcome campers from all walks of life, recognizing that each child faces their own unique set of challenges. Through our programs, we aim to create a sense of belonging, where our campers can truly be themselves, where differences are embraced, and every individual is valued for their unique qualities. The challenges they face may not disappear, but the resilience and skills they develop can help them overcome obstacles and thrive.

None of this would be possible without friends like you. Your support and generosity make it possible for us to continue providing life-changing experiences for campers and their families.

We invite you to celebrate our campers and families and the incredible impact we can make when we come together. It is a chance to witness firsthand the magic of Roundup River Ranch and to hear stories of our campers whose lives have been forever changed by their time at camp.

Please mark your calendars and join us for an unforgettable evening of JOY, inspiration, and celebration. Thank you for being a friend of Roundup River Ranch. We are forever GRATEFUL for your support.

With gratitude,



*Donna L. Martin*

Donna Martin  
A Grateful Harvest Event Co-Chair



*Rebeca Hanrahan*

Rebeca Hanrahan  
A Grateful Harvest Event Co-Chair

**Join us this year as we EMBRACE JOY like our campers under the stars at Roundup River Ranch.**

This signature event at Roundup River Ranch's campsite boasts a fabulous culinary experience from outstanding local chefs to tantalize your taste buds, sommeliers offering a fine wine selection, and a heart-warming program that will "feed your soul" as we celebrate the magic of camp. From a high-profile live auction, to a "Camper Call" paddle raise, this is our largest fundraising event of the year and sure to be another success!

**Saturday, August 10, 2024 | 5:00 p.m.**

## **JOIN US AT CAMP**

The event will be held inside Trent's Cookhouse at the Roundup River Ranch campsite, which sits on 125-acres along the Colorado River just past Gypsum (8333 Colorado River Road).

## **JOYS OF ATTENDING**

During A Grateful Harvest, you can soak up the sun during a lively cocktail hour that includes a walking tour of our campsite and wine tasting before the program begins. During dinner, enjoy four courses from Splendido, Village Bagel and Minturn Saloon, Sweet Basil, and Craftsman, while enjoying an inspiring program and camper performances. By involving guests in a fun evening, we can ensure that camp remains possible for so many children living with a life-altering diagnosis and their families; allowing them to experience the healing power of camp at no cost.

## **OUR GUESTS**

A Grateful Harvest appeals to a broad audience of friends who want to make a difference in the life of a child living with a life-altering diagnosis. This group is inclusive of long-term supporters, community partners, potential donors, business leaders, volunteers, and friends of Roundup River Ranch.

*2024 Honoree - Cathie Bennet*

We are so excited to recognize Cathie Bennett as the recipient of the 2024 Paul Newman Legacy Award. As a Board member since 2015 and Board Chair from 2019-2022, Cathie has been instrumental in many significant milestones during her tenure with Roundup River Ranch. Her exceptional leadership and dedication played a pivotal role in our success as we launched the Roundup the Possibilities Campaign in 2020, navigated the challenges of COVID 19, and helped guide the transition of leadership in 2022.



**To learn more, visit [AGratefulHarvest.com](https://AGratefulHarvest.com)**



# Demographics & Marketing

## **Demographic Profile: 2023 A Grateful Harvest Attendees**

- Based on 258 guests in attendance at A Grateful Harvest in 2023, more than 85% of attendees drive luxury vehicles and nearly all guests are consumers of luxury travel. At least 70% of attendees are second homeowners. Second homeowners spend three times more than the average consumer on trip transportation, hotels, and other travel related expenses.
- The audience that attends A Grateful Harvest is made up of business and civic leaders, both locally and national, high net-worth individuals, and high profile philanthropic leaders, noted for their willingness and desire to give back, including SeriousFun Children's Network Founder and Paul Newman's daughter, Clea Newman-Suderland.
- Guests range from early 30's to mid-80's, average age falling between 60-75.
- Average annual income is over \$300,000.
- They are frequent travelers, for both business and pleasure; they are investors and rely on financial services, and they purchase first-rate items that contribute to their quality of life. The audience at A Grateful Harvest are prime consumers of retail, real estate, construction, home improvement and maintenance, dining, and professional and personal services in our rural resort region.

## **Marketing Efforts**

### **Onsite Exposure**

- Digital Program
  - Throughout the event, a recognition slideshow will be rotated on multiple screens.
- Printed Menu and Live Auction booklet
  - All sponsors recognized on menu and in the live auction booklet.
- Event Recognition and Speaking Opportunities
  - All sponsors to be thanked on stage during event program.
  - Opportunity for presenting sponsor to share remarks with audience.

### **Digital and Print Marketing**

- Email Communications
  - Save the date, invitation, pre-event emails, thank you email.
- Web Traffic (AGratefulHarvest.com)
  - Website offers the opportunity for great impressions for sponsor recognition.
- Media and Print Coverage
  - Vail Daily pre and post event coverage with sponsor mentions.
- Others including, but not limited to, social media coverage, TV8, and printed collateral.

**To learn more, visit [AGratefulHarvest.com](https://AGratefulHarvest.com).**



# Sponsorship Opportunities & Benefits

	PRESENTING SPONSOR	SHOOTING STAR SPONSOR	STELLAR SPONSOR	STARGAZING SPONSOR	TWILIGHT SPONSOR	HOPE STAR SPONSOR	CORPORATE SPONSOR*
	\$75,000	\$50,000	\$25,000	\$15,000	\$10,000	\$6,500	\$5,000
Number of Guests	20	10	10	10	10	10	4
Recognition at event, program slideshow and displays							
Transportation							
Recognition on event invitation, media releases, website and all event collateral							
Recognition in emails and digital campaigns							
Recognition on Roundup River Ranch social media accounts							

\* Elevated Marketing Package



## Marketing Reach: 2023 By the Numbers



Email Reach	5,000+ Impressions	Website Traffic <i>Event Webpage</i>	2,000+ Views
Facebook Reach	6,900 Followers	Instagram Reach	2,365 Followers
Vail Daily Print Advertising	4 print ads (10,000+ daily circulation)		
Additional Media	Pre and post press releases; TV8 Vail Good Morning Vail interviews with 31,000 viewers		

Additional opportunities for underwriting and in-kind sponsorship exist.  
Please contact Kathryn Weller, VP of Advancement, at [kweller@roundupriverranch.org](mailto:kweller@roundupriverranch.org)

To learn more, visit [AGratefulHarvest.com](http://AGratefulHarvest.com).