

A Roundup River Ranch Signature Hybrid Event



Join us from the comfort of your own home or
at one of our small gathering hosted locations.

June 23, 2021 | 5:30 pm MDT

SPONSORSHIPS



Please join us as Roundup River Ranch brings A Taste of Camp to supporters and campers across the Rockies.

A Taste of Camp will be streamed across the country. Join us as we share inspiring stories how Camp Online and Joy, Delivered programs have impacted campers and their families. Hear why it's important that we continue to bring life-changing camp experiences to children with serious illnesses and their families, no matter where they are. Get an inside look on our innovative camp programming and learn how you can make a difference in the lives of our campers who need connection now more than ever.

From an online auction to a live Camper Call paddle raise, this signature fundraising event will be a night to remember!

When: Wednesday, June 23, 2021 | Cocktail hour at 5:30 p.m. Live stream program begins at 6:30 p.m. MDT.

Where: Whether you gather at one of our restaurant or club partners, with friends and family in a private home, or from the comfort of your own home, we hope you will join us for a gathering of Roundup River Ranch patrons across the country as we celebrate the magic of camp.

Who: A Taste of Camp appeals to a broad audience of friends who want to make a difference in the life of a child with a serious illness, while enjoying a livestream program. Donors near and far, throughout Colorado and beyond, support Roundup River Ranch, a gem in the heart of the Rocky Mountains. This group is inclusive of long-term supporters, community partners, potential donors, business leaders, volunteers, camper families, and friends of Roundup River Ranch.

Why: Together, we can provide free, life-changing experiences for children with serious illnesses and their families that last all year long. Raise a glass with us as we help children discover confidence, new friendships, joy, and the healing power of camp experiences.

How: Through sponsorships, contributions, an online auction, and a paddle raise, this unique event raises funds to support the mission and continued growth of Roundup River Ranch.



ATasteofCamp.com



SUMMARY OF MARKETING EFFORTS

Sponsors will be positioned in front of a wide demographic of supporters from the Front Range to the Vail Valley and beyond. Through our livestream platform, this event will reach supporters across the country. We are excited to offer robust recognition opportunities for sponsors to be featured in event and Roundup River Ranch marketing efforts, highlighting philanthropic commitment to children with serious illnesses and their families.

A TASTE OF CAMP 2019

15,550 Email Impressions
7,856 Webpage Views
5,515 Social Media Impressions
1,635 Direct Mail Impressions
69,000 Total TV Viewership

A GRATEFUL GATHERING 2020^{*}

9,066 Email Impressions
2,641 Webpage Views
24,145 Social Media Impressions
2,194 Social Media Engagement
7,800 Colorado Expression eNewsletter Reach













**In 2020, A Taste of Camp was a part of our first ever virtual Signature Event, A Grateful Gathering.*

2021 Marketing Efforts

- Livestream
 - Sponsors recognized on screen during the program.
- Event Gift Box
 - Opportunity for sponsor recognition on box.
- Printed Event Materials
 - Recognition on printed event materials for both In-Restaurant and In-Home options.
- Email Communications
 - Recognition in pre and post event email communications.
- Web Traffic (**ATasteofCamp.com**)
 - Website offers the opportunity for great visual impressions.
- Other opportunities include, but not limited to:
 - social media promotions
 - printed collateral
 - TV interviews
 - digital advertisements



IN-HOME SPONSORSHIP OPPORTUNITIES & BENEFITS
















	TRENT'S COOKHOUSE SPONSOR \$50,000	CABIN SPONSOR \$25,000	S'MORE SPONSOR \$15,000	CANDLE CHAT SPONSOR \$10,000	CAMPFIRE SPONSOR \$5,000 (IN-KIND) <small>*Recognition level for those patrons who choose to host a gathering independent of Roundup River Ranch in their own home by providing their own catering, rentals, wines, etc.</small>	CAMPER SPONSOR \$3,000
Catered Meal	In home catering with dinner service	In home catering with dinner service	Catered meal delivered to your home	Catered meal delivered to your home	Catering to be provided by gathering host	Catered meal to be picked up at restaurant
Number of Guests' Meals To Be Provided	20	12	10	10	Number of guests that can be accommodated is based on the ability of the sponsoring host.	2
Event Staffing; Including RRR Staff & Volunteers						
Audio/Visual Support	In advance and day of AV Support with technology/ AV equipment if necessary and IT/AV support throughout event	In advance and day of AV Support with technology/AV equipment if necessary and IT/AV support throughout event	In advance and day of AV Support with technology/AV equipment if necessary and IT/AV support throughout event	Equipment provided with set up if necessary	Limited AV support by phone consultation only in advance of event	
Rentals	Up to \$1,000 toward rental needs	Up to \$500 toward rental needs	Up to \$400 toward rental needs			
Wine	Up to three cases of premium wine delivered	Up to two cases of premium wine delivered	Up to two cases of premium wine delivered	Up to one case of premium wine delivered		Two bottles of wine available for pick up
Recognition	Event gift, invitation, website, printed event materials, and livestream program	Invitation, website, printed event materials, and livestream program	Invitation, website, and printed event materials	Invitation, website, and printed event materials	All printed event materials	Website
2021 Camp-based Benefit	Sponsor two week-long interactive, movement based, and engaging online Summer Camp sessions	Sponsor a week-long interactive, movement based, and engaging online Summer Camp session	Sponsor five campers by giving them the gift of 365 days of happiness through Camp Online programs	Sponsor art supplies and STEM programs that support social emotional learning for families year-round	Bolster a camper's resilience year-round through online Camper Reunions	Give the gift of 365 days of happiness for a camper through Camp Online
Event gift	Elevated event gift including two special RRR host items	Elevated gift including one special RRR host item				
Guest Takeaways						
Guest Transportation						

Additional opportunities for underwriting and in-kind sponsorships are available. Please contact Taylre Derby at **719.210.4642** or **tderby@roundupriverranch.org**.

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IN-RESTAURANT SPONSORSHIP OPPORTUNITIES & BENEFITS

	TRENT'S COOKHOUSE SPONSOR \$50,000	CABIN SPONSOR \$25,000	S'MORE SPONSOR \$15,000	CANDLE CHAT SPONSOR \$10,000	CAMPFIRE SPONSOR \$5,000
Restaurant Selection	Receive first choice on a selection of top tier restaurants for your dining experience	Receive second choice on a selection of top tier restaurants for your dining experience	Choose from a selection of top tier restaurants for your dining experience	Choose from a selection of casual, fresh, local restaurants for you and your guests to dine	Choose from a selection of casual, fresh, local restaurants for you and your guests to dine
Number of Guests	30	20	12	10	10
Bar Service	Full bar, premium wine	Full bar, premium wine	Full bar, house wine	Full bar, house wine	Full bar, house wine
Sponsorship Recognition	Event gift, invitation, website, printed event materials, and livestream program	Invitation, website, printed event materials, and livestream program	Invitation, website, and printed event materials	Invitation, website, and printed event materials	Invitation and website
2021 Camp-based Benefit	Sponsor two week-long interactive, movement based, and engaging online Summer Camp sessions	Sponsor a week-long interactive, movement based, and engaging online Summer Camp session	Sponsor five campers by giving them the gift of 365 days of happiness through Camp Online programs	Sponsor art supplies and STEM programs that support social emotional learning for families year-round	Bolster a camper's resilience year-round through online Camper Reunions
Event Staffing; Including Restaurant Staff, RRR Staff & Volunteers					
Full Audio/Visual Set Up For Live Stream					
Event gift	Elevated event gift including two special RRR host items.	Elevated gift including one special RRR host item.			
Guest Takeaways					
Guest Transportation					

Additional opportunities for underwriting and in-kind sponsorships are available. Please contact Taylre Derby at **719.210.4642** or **tderby@roundupriverranch.org**.

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SPONSORSHIP AGREEMENT FORM

PLEASE RETURN THIS FORM OR DIRECT QUESTIONS TO:

Taylre Derby or Katie Santambrogio | 8333 Colorado River Road | Gypsum, CO 81637

Email: tderby@roundupriverranch.org or katie@roundupriverranch.org | Phone: 970.524.5766

Colorado taxpayers who support Roundup River Ranch may be eligible to receive up to a 50% tax credit for their sponsorship, less the cost of goods and services received, through the Colorado Child Care Tax Credit.

Roundup River Ranch's tax ID number is 20-4632248.

NAME

COMPANY

NAME AS YOU WISH TO BE LISTED IN THE PROGRAM

CONTACT NAME/EMAIL ADDRESS TO OBTAIN LOGO

MAILING ADDRESS

CITY, STATE, ZIP CODE

PHONE

EMAIL ADDRESS

CONTRIBUTION LEVEL

Yes, I would like to sponsor A TASTE OF CAMP to benefit Roundup River Ranch at the following level:

- | | |
|--|---|
| <input type="checkbox"/> \$50,000 - Trent's Cookhouse Sponsor | <input type="checkbox"/> \$5,000 - In-Restaurant Campfire Sponsor |
| <input type="checkbox"/> \$25,000 - Cabin Sponsor | <input type="checkbox"/> \$5,000 - In-Home Campfire Sponsor (In-Kind Value) |
| <input type="checkbox"/> \$15,000 - S'more Sponsor | <input type="checkbox"/> \$3,000 - Camper Sponsor (for two) |
| <input type="checkbox"/> \$10,000 - Candle Chat Sponsor | <input type="checkbox"/> I/We will attend the event |
| <input type="checkbox"/> I am/we are unable to attend the event but would like to support A Taste of Camp with a tax-deductible donation of \$ _____ | |

HOSTING FORMAT

- | | |
|---|---|
| <input type="checkbox"/> In-Home (RRR Catering in Denver Metro Area) | <input type="checkbox"/> In-Restaurant (Front Range location) |
| <input type="checkbox"/> In-Kind recognition for In-Home hosted gathering | |

PAYMENT INFORMATION

☐ Check Enclosed (payable to Roundup River Ranch)

Funds coming through a foundation:

☐ Please send an invoice.

☐ Please charge the amount of \$ _____

to: ☐ Amex ☐ MasterCard ☐ Visa

Card Number: _____

CCV: _____ Expiration Date: _____

PRE-SCHEDULE EVENT DONATIONS

As part of our programming, the Camper Call allows participants to donate directly to camp during the event. You can pre-schedule your donation prior to the evening.

☐ Yes! Please pre-schedule my Camper Call donation(s) \$ _____

Your donation will be acknowledged during the Camper Call portion of the event. Thank you!

SIGNATURE

DATE

SPONSOR HOSTING FORM

Restaurant Preference (options will be available and updated on our website). *Restaurant options are available on a first come, first served basis based on sponsorship level and availability.

If the restaurant option becomes unavailable due to public orders or implications tied to COVID-19, would you be willing to host your group at your home?

☐ Yes ☐ No

The questionnaire below is for the in home hosting option. Please fill out if this is your specified first choice AND if you are willing to host in your home as a contingency plan.

Rental Needs (In-Home) *Based on sponsorship level. Available at \$15,000 and above.

____ Chairs (#) _____ Table(s) (# and Size) ____ Flatware (# of Sets) ____ China (# of Sets)
____ Linens (Tablecloth(s) & Napkins) Other (Please List) _____

AV Set Up *Set up should be in the area where guests are dining so that they can enjoy the livestream program over dinner.

What is your current TV and Computer Set Up? (Laptop/Desktop, Type of Computer, Smart TV, Etc.)

Where is the location of your Wifi router in relationship to dining area? *For most successful streaming TV or laptop should be directly connected to router. Cabeling can be provided.

AV Needs (In-Home)

☐ Internet Boost ☐ Laptop ☐ Cables to Connect Laptop to TV ☐ TV/Screen
☐ Smart TV ☐ Support Setting Up AV In-Home Other (Please List) _____

*Support will be available on limited basis based on sponsorship benefits and may be by phone consult only.

Staffing (In-Home) *Based on sponsorship level. Available at \$10,000 and above.

☐ Yes, I would like staff support in my home. ☐ No, I would not like staff support in my home.

Other Notes, Questions, Comments, or Concerns

GUEST LIST FORM

Guest 1 Name	Guest 1 Email
Guest 1 Dietary Restrictions	Guest 1 Phone Number
Guest 2 Name	Guest 2 Email
Guest 2 Dietary Restrictions	Guest 2 Phone Number
Guest 3 Name	Guest 3 Email
Guest 3 Dietary Restrictions	Guest 3 Phone Number
Guest 4 Name	Guest 4 Email
Guest 4 Dietary Restrictions	Guest 4 Phone Number
Guest 5 Name	Guest 5 Email
Guest 5 Dietary Restrictions	Guest 5 Phone Number
Guest 6 Name	Guest 6 Email
Guest 6 Dietary Restrictions	Guest 6 Phone Number
Guest 7 Name	Guest 7 Email
Guest 7 Dietary Restrictions	Guest 7 Phone Number
Guest 8 Name	Guest 8 Email
Guest 8 Dietary Restrictions	Guest 8 Phone Number
Guest 9 Name	Guest 9 Email
Guest 9 Dietary Restrictions	Guest 9 Phone Number
Guest 10 Name	Guest 10 Email
Guest 10 Dietary Restrictions	Guest 10 Phone Number