



A GRATEFUL HARVEST

Saturday, August 13, 2022

ROUNDUP RIVER RANCH | GYPSUM, CO

Sponsorship Opportunities



A Letter From Our Co-Chairs

**JOIN US AUGUST 13, 2022 AT ROUNDUP RIVER
RANCH FOR A NIGHT TO REMEMBER...
A GRATEFUL HARVEST**

These past couple of years have found Roundup River Ranch creating new ways to serve campers and their families. Through Camp Online, Joy, Delivered, Camper Reunions, and Camp In Your Community - our goal is always to serve children with serious illnesses and provide life-changing programs that provide hope, joy, and healing. We find ourselves celebrating these past years and enthusiastically embracing 2022 as campers return to the Roundup River Ranch campsite and experience traditional camp programs once again.

We are excited to bring A Grateful Harvest back to Roundup River Ranch. On Saturday, August 13, 2022, we will come together to celebrate what makes camp so important to so many children and families. It is with great admiration that this year we honor John Forester, David Horvitz and Francie Bishop Good whose vision for bringing a SeriousFun Children's Network camp to the Rocky Mountain region began so many years ago. Through their passion and support of Paul Newman's dream, they inspired many of us to come together and make Roundup River Ranch a reality. A reality that has provided over 18,000 camper experiences.

We hope you will join us for this special evening as we celebrate the support of our community and ensure that no child or family ever pays a penny to attend a Roundup River Ranch program.

With gratitude,



Donna L. Martin

Donna Martin
A Grateful Harvest Event Co-Chair



Rebeca Hanrahan

Rebeca Hanrahan
A Grateful Harvest Event Co-Chair

To learn more, visit AGratefulHarvest.com.



It's been since 2019 that we've all gathered together in one place for A Grateful Harvest at our campsite. This year's event will bring back the magic of one of the most sought-after events in the Vail Valley.

Saturday, August 13, 2022 | 5:00 p.m.

This culinary extravaganza hosted at Roundup River Ranch's campsite along the Colorado River boasts a fabulous culinary experience from an outstanding local chef 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 fabulous success, one you will not want to miss!

JOIN US AT CAMP

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

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 serious illness. Enjoy a culinary experience in the heart of the Rocky Mountains. This group is inclusive of long-term supporters, community partners, potential donors, business leaders, volunteers, and friends of Roundup River Ranch.

JOYS OF ATTENDING

By involving guests in a fun evening of fine dining, exquisite wines, and camper entertainment to support Roundup River Ranch, we can ensure that camp remains available for so many children living with a serious illness and their families; allowing them to experience the healing power of camp at no cost.

2022 Honorees



Francie Bishop Good
and David Horvitz



John Forester



Demographics & Marketing

Demographic Profile: 2019 A Grateful Harvest Attendees

- Based on 300 guests in attendance at A Grateful Harvest in 2019, 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-Sutherland.
- Guests range from early 30's to mid-80's, average age falling between 60-75.
- Average annual income is over \$200,000.
- 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, auction preview 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.



Individual Sponsorship Opportunities & Benefits

	PRESENTING SPONSOR	TRENT'S COOKHOUSE SPONSOR	S'MORE SPONSOR	CABIN SPONSOR	CANDLE CHAT SPONSOR	CAMPFIRE SPONSOR
	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Number of Guests' Meals To Be Provided	20	10	10	10	10	10
Recognition at event, program slideshow and displays						
Transportation						Our team will offer options for 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						



Marketing Reach: By the Numbers

Email Reach	5,000+ Impressions	Website Traffic <i>Event Webpage</i>	2,500+ Views
Facebook Reach	6,380 Followers	Instagram Reach	1,844 Followers
Vail Daily Print Advertising	5 print ads (13,000 daily circulation)		
Additional Media	Pre and post press releases; TV8 Vail Good Morning Vail interviews (where applicable)		



Additional opportunities for underwriting and in-kind sponsorship exist.
Please contact Madelyn Green at mgreen@roundupriverranch.org

To learn more, visit AGratefulHarvest.com.

A GRATEFUL HARVEST SPONSORSHIP AGREEMENT FORM

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 GRATEFUL HARVEST to benefit Roundup River Ranch at the following level:

- | | |
|---|---|
| <input type="checkbox"/> \$100,000 - Presenting Sponsor | <input type="checkbox"/> \$15,000 - Cabin Sponsor |
| <input type="checkbox"/> \$50,000 - Trent's Cookhouse Sponsor | <input type="checkbox"/> \$10,000 - Candle Chat Sponsor |
| <input type="checkbox"/> \$25,000 - S'more Sponsor | <input type="checkbox"/> \$5,000 - Campfire Sponsor |
- ☐ I am/we are unable to attend the event but would like to support A Grateful Harvest with a tax-deductible donation of \$ _____.

PAYMENT INFORMATION

- | | |
|--|---|
| <input type="checkbox"/> Check Enclosed (<i>payable to Roundup River Ranch</i>). | <input type="checkbox"/> Funds coming through a Foundation: |
| <input type="checkbox"/> Please send an invoice. | |
| <input type="checkbox"/> Please charge the amount of \$ _____ | to: Amex MasterCard Visa |
| Card Number: _____ | CCV: _____ Expiration Date: _____ |

SIGNATURE	DATE
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EARLY CHECK-IN

Early Check-In: I would like to participate in early check-in. I am providing my credit card now and agree to the use of the card information above for payment of any purchases made at the event, unless other arrangements are made prior to or at the event.

SIGNATURE	DATE
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PLEASE RETURN THIS FORM OR DIRECT QUESTIONS TO:

Madelyn Green, Events Manager | 8333 Colorado River Road | Gypsum, CO 81637
Email: mgreen@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.