

SPONSORSHIPS

8.8.24 | 5:30 PM

2400 CASTEEL CREEK RD, EDWARDS CO

The Bullseye Roundup.com



## THURSDAY, AUGUST 8 I 5:30 PM I CASTEEL CREEK, EDWARDS CO

Gather your friends, sip a cocktail, mark your target, and enjoy live music. This event will shoot for camp fun while raising money for children with serious illnesses and their families. Enjoy the exquisite atmosphere of Casteel Creek as we take aim and fire from the heart.



## WELCOME TO THE BULLSEYE ROUNDUP

Join us for our 2nd annual The Bullseye Roundup event benefiting Roundup River Ranch. Come with friends to enjoy cocktails, an archery competition, delicious food stations, live music, line dancing, hat bar by Antlers & Rose, a live auction, and more – all while supporting children with life-altering diagnoses. Get ready for an unforgettable evening of camp-inspired fun!



## ABOUT CASTEEL CREEK

Casteel Creek is set upon 457 acres of pristine meadows, mountains, forests, and streams in Edwards, CO. Explore the grounds and tour the amenities while you sip a cocktail and enjoy a warm summer night at the Coyote Lodge and Sporting Club.



## MEET OUR GUESTS

The Bullseye Roundup will target the 35-55 (-/+) demographic of Eagle County that have the capacity to support our campers while having fun!



#### MARKETING REACH

Marketing for the event will capture expansive email, social media, and Vail Daily audiences.

Email Reach: 5,000+ Impressions Website Traffic: 1,500+ Views Facebook Followers: 6,980+ Instagram Followers: 2,400+

**Vail Daily Print Advertising:** 5 prints ads (10,000+ daily circulation) Additional Media: Pre and post press releases, TV8 Good Morning Vail

Interviews (where applicable)

# **Event & Marketing Benefits**

	Presenting Sponsor*	BULLSEYE SPONSOR	TARGET Sponsor	Arrow Sponsor	ARCHER Sponsor
	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500
Tickets	16 tickets with premium seating	10 Tickets	6 Tickets	4 Tickets	2 Tickets
Transportation	Private transportation for up to 16 from location of choice	Private transportation for up to 10 from location of choice			
Auction	Home delivery of purchased items				
Event Signage	Heightened recognition across event space	Listed on all event signage as sponsor of chosen area	Х	X	Х
Event Program	X	X	X	X	Х
Event Merchandise	Logo/Name on event t-shirts	Logo/Name on event t-shirts	Logo on event t-shirts	Logo on event t-shirts	
Verbal Recognition	X	Х			
Name Recognition	Listed on all collateral as the presenting sponsor	Option to be listed as sponsoring one of the following: Cocktail Hour, Archery Range, Line Dancing, or Transportation			
Press Release	X	X			
Save the Date	X	X			
Invite	Х	X	X		
Vail Daily Ads	X	X	X		
Event Emails	X	X	X		
Event Website	X	X	Х		
E-News	Mentioned in ENews and One (1) Corporate Highlight				
Social Media	One (1) dedicated post; listed in all event posts	Listed in no fewer than 6 total posts			

For other sponsorship opportunities or creative activations at the event, contact our team!

Become a sponsor by contacting Kelly Schiffer, Director of Annual Support, at kschiffer@roundupriverranch.org