

# THE BULLSEYE ROUNDUP AT LAZY J RANCH



AUG. 5 | 5:30 PM



LAZY J RANCH

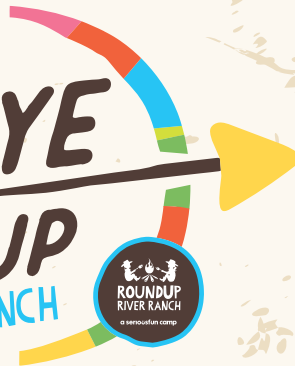
## SPONSORSHIPS

INDIVIDUAL & CORPORATE

[TheBullseyeRoundup.com](http://TheBullseyeRoundup.com)

# THE BULLSEYE ROUNDUP

AT LAZY J RANCH



TUESDAY, AUGUST 5 | 5:30 PM | LAZY J RANCH, WOLCOTT 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 life-altering diagnoses and their families. Enjoy the exquisite atmosphere of Lazy J Ranch as we take aim and fire from the heart.



## WELCOME TO THE BULLSEYE ROUNDUP

Join us for our 3rd annual The Bullseye Roundup event benefiting Roundup River Ranch. Come with friends to enjoy cocktails, an archery competition, delicious food stations, live music, ranch activities, local vendors, a live auction, and more – all while supporting children with life-altering diagnoses. Get ready for an unforgettable evening of camp-inspired fun!

## NEW LOCATION: LAZY J RANCH

Nestled in the scenic Vail Valley, our over 3,000 acre ranch venue blends natural beauty and western charm. The Lazy J Ranch is locally owned and homesteaded in the area over 125 years ago. In addition to 3200 acres of pastures, trout ponds, and wooded timber, the Lazy J Ranch also boasts 3 miles of pristine private water on the Eagle River.



## 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

	<i>PRESENTING SPONSOR*</i>	<i>BULLSEYE SPONSOR</i>	<i>ARCHER SPONSOR</i>	<i>TARGET SPONSOR</i>	<i>ARROW SPONSOR</i>	<i>AIM SPONSOR</i>
	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500
<b>Tickets</b>	14 Tickets	14 Tickets	10 Tickets	6 Tickets	4 Tickets	2 Tickets
<b>Transportation</b>	Private transportation for up to 14 from location of choice	Private transportation for up to 14 from location of choice	Private transportation for up to 10 from location of choice	*Additional \$750 includes transportation		
<b>Archery Competition</b>	2 Team Entries	1 Team Entry	1 Team Entry			
<b>Name Recognition</b>	Listed as Presenting Sponsor of the Impact Lounge	Listed as Bullseye Sponsor for Archery Range	Option to be listed as sponsoring one program area			
<b>Event Signage</b>	Prominent recognition across event space	Heightened recognition across event space	Listed on all event signage as sponsor of chosen area	X	X	X
<b>Event Merchandise</b>	Logo/Name on event t-shirts	Logo/Name on event t-shirts	Logo/Name on event t-shirts	Logo on event t-shirts	Logo on event t-shirts	
<b>Invite</b>	X	X	X	X		
<b>Vail Daily Ads</b>	X	X	X	X		
<b>Event Emails</b>	X	X	X	X		
<b>Event Website</b>	X	X	X	X		
<b>Verbal Recognition</b>	X	X	X			
<b>Press Release</b>	X	X	X			
<b>Save the Date</b>	X	X	X			
<b>E-News</b>	Mentioned in ENews and One (1) Corporate Highlight	Mentioned in ENews and One (1) Corporate Highlight				
<b>Social Media</b>	One (1) dedicated post; listed in all event posts	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. \* Indicates one sponsorship available

Become a sponsor by contacting Shannon Schulz, Development Officer, Annual Support, at [sschulz@roundupriverranch.org](mailto:sschulz@roundupriverranch.org)