



# A GRATEFUL HARVEST

## Sponsorships

**August 9, 2025 | 5PM | Gypsum, CO**

*Celebrating 15 Years of A Grateful Harvest during a night of life-changing impact for our campers!*

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



# A Letter From Our Co-Chairs

**JOIN US AUGUST 9 TO CELEBRATE OUR INSPIRING CAMPERS AND 15 YEARS OF A LIFE-CHANGING EVENT!**



**We are thrilled to announce that this year marks the 15th anniversary of A Grateful Harvest!** For many of you who have generously supported this gathering in the past, you understand the profound impact this evening has on the mission of Roundup River Ranch and the vital programs camp offers to children with life-altering diagnoses and their families.

This year's camp theme is *You Belong Here*. The theme embodies the joy and peace of mind that comes from knowing you truly belong. This powerful sense of belonging resonates with campers, staff, volunteers, and donors. Roundup River Ranch believes that every child deserves to feel accepted and valued, regardless of their health challenges.

At camp, they are enveloped in the love and support of their camp family, creating lasting friendships and unforgettable memories. *You Belong Here* embodies self-confidence, camaraderie, a sense of community and encapsulates the essence of what A Grateful Harvest represents.

Over the years, we have had the privilege of attending this event, and time and time again, we have been deeply moved by the incredible sense of community that comes together to support the mission of Roundup River Ranch. This year's A Grateful Harvest has special significance as we have the honor of recognizing Donna Martin, who has tirelessly supported Roundup River Ranch and co-chaired this event for many years.

Donna's dedication and passion for Roundup River Ranch's work have been truly inspiring. As Donna often says, **"It's all about the campers"**. Her unwavering commitment has been instrumental in raising awareness and support for the transformative experiences Roundup River Ranch provides for children with life-altering diagnoses.

As we prepare for this milestone event, we invite you to create a memorable impact as a sponsor. Together, we can create an evening filled with inspiration, connection, and celebration. It is the strength of our community, the power of our shared purpose, and the unwavering belief in the healing power of camp that truly defines the essence of Roundup River Ranch. Together, we can continue to create a world where every child, regardless of their health challenges, can experience the magic of camp.



With heartfelt gratitude,

**Rebeca and Dan Hanrahan**  
**A Grateful Harvest Event Co-Chairs**

## Join us this year under the stars at Roundup River Ranch because **YOU BELONG** at camp!

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 is sure to be another success!

**SATURDAY, AUGUST 9 | 5:00 PM**

### 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.

## 2025 Honoree - Donna Martin



It is with immense pride and gratitude that we honor a truly remarkable individual: **Donna Martin, our Paul Newman Legacy Award recipient.**

Donna's unwavering support and dedication to Roundup River Ranch has made a profound impact on our mission.

Since joining us in 2012, Donna and Pat Martin have been a steadfast advocates for our campers and their families. Their countless areas of support and generosity have played an instrumental role in moving our mission forward, ensuring that we can continue to provide magical experiences for children living with life-altering diagnoses. As a member of our Board of Directors, Donna's commitment to Roundup River Ranch is evident in everything she does.

As co-chair of A Grateful Harvest since 2018, Donna has raised the bar year after year. Her unwavering standards and attention ensure that each year A Grateful Harvest is not just a gathering, but a memorable experience that resonates with all who attend.

Throughout her time with camp, Donna has exemplified what it means to be a true champion for children. Donna will be the first to tell you that it's all about the campers. Her heart is deeply invested in their well-being, and her commitment inspires everyone around her—staff, volunteers, guests, and advocates alike.



# Demographics & Marketing

## **Our Guests: A Grateful Harvest Attendees**

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.

- Based on 235 guests in attendance at A Grateful Harvest in 2024, more than 80% of attendees drive luxury vehicles and nearly all guests are consumers of luxury travel. At least 50% 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, with an annual income 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, signage, program and live auction booklet, and event Recognition.




















### **Digital and Print Marketing**

- Email communications, web traffic (AGratefulHarvest.com), media and print coverage, and others including, but not limited to, social media coverage, TV8, and printed collateral.

2024  
Marketing  
Reach

Email Reach	7,000+ Impressions	Website Traffic <i>Event Webpage</i>	2,000+ Views
Facebook Reach	7,000+ Followers	Instagram Reach	2,600+ 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		

# Sponsorship Opportunities & Benefits

	PRESENTING SPONSOR	STELLAR SPONSOR	STARGAZING SPONSOR	TWILIGHT SPONSOR	HOPE STAR SPONSOR	CORPORATE SPONSOR*
	\$50,000	\$25,000	\$15,000	\$10,000	\$6,500	\$5,000
Number of Guests	20	10	10	10	10	4
Recognition at event, program slideshow, and displays						
Transportation	With Champagne Upon Arrival					
Elevated Wine Selection for Dinner Service	Prestige Reserve	Premier Collection	Signature Offering			
Recognition on event invitation, media releases, website, and all event collateral						
Recognition in emails and digital campaigns						

\* Elevated Marketing Package

*Donor Advised Funds (DAFs) cannot be used for event sponsorships or auction items due to the personal benefit involved. According to IRS regulations, contributions made through DAFs must be for charitable purposes only and cannot be directed toward benefits or goods for the donor or their family.*



*Additional opportunities for underwriting and in-kind sponsorship exist. Contact Kelly Schiffer, Director of Development, at [kschiffer@roundupriverranch.org](mailto:kschiffer@roundupriverranch.org)*

**Learn more at [AGratefulHarvest.com](http://AGratefulHarvest.com)**