

2026 Sponsorship Opportunities

THE BULLSEYE ROUNDUP

AT LAZY J RANCH



THURSDAY | AUGUST 13, 2026 | 5:30 PM
LAZY J RANCH | WOLCOTT, CO

READY. AIM. POWER HOPE & JOY.

LAZY J RANCH



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Welcome to The Bullseye Roundup

Join us for our 4th annual The Bullseye Roundup 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.

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. Get ready for an unforgettable evening of camp-inspired fun!

Venue: 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.

Guests & Marketing Reach

- The Bullseye Roundup will target the 35-55 (-/+) demographic of Eagle County that have the capacity to support our campers while having fun!
- Marketing for the event will capture expansive email, social media, and Vail Daily audiences.
- Email Reach: 8,000+ Impressions
- Website Traffic: 5,000+ Views
- Facebook Followers: 7,300+
- Instagram Followers: 3,150+
- Vail Daily Print Advertising: 8-10 Print Ads (15,000+ daily circulation)
- Additional Media: Pre and post press releases



TheBullseyeRoundup.com

EVENT SPONSORSHIPS

Enjoy the evening with big-hearted, camp-loving friends.

PRESENTING SPONSOR

\$25,000

- 10 Tickets
- 2 Archery Teams of 4
- Includes Archery Concierge* **NEW**
- Private transportation for up to 10 max on shuttle from location of choice
- Prominent recognition across event space
- Logo/name on event t-shirts
- Marketing: invitation, Vail Daily ads, event emails, event website, verbal recognition, press release, save the date, e-news & social media recognition**

BULLSEYE SPONSOR

\$15,000

- 8 Tickets
- 1 Archery Team of 4
- Includes Archery Concierge* **NEW**
- Private transportation up to 8 max on shuttle from location of choice
- Name recognition at archery field
- Marketing: invitation, Vail Daily ads, event emails, event website, verbal recognition, press release, save the date, e-news & social media recognition**

* Think of it as your team's personal host: we'll reach out ahead of time, handle logistics, track your shooting order, and keep the good vibes flowing — so all you need to worry about is hitting the bullseye.

**Dependent on confirmation of sponsorship and deadlines for each marketing piece.

Please Note: Donor-Advised Funds (DAFs) cannot be used for Event Sponsorships listed on this page 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.

TARGET SPONSOR

\$7,500

- 6 Tickets
- 1 Archery Team of 4
- Includes Archery Concierge* **NEW**
- Name recognition at Booze & Arrows tent/booth
- Marketing: invitation, Vail Daily ads, event emails, event website, verbal recognition, press release, save the date, e-news & social media recognition**

ARROW SPONSOR

\$5,000

- 4 Tickets
- Includes 2 Archery Tickets
- Name recognition at bar(s)
- Marketing: Name listed on event signage, event t-shirts, invitation, Vail Daily ads, event emails, and event website**

CORPORATE SPONSOR

\$3,000

- 4 Tickets
- Marketing: Name listed on event signage, event t-shirts, invitation, Vail Daily ads, event emails, and event website**



EMAIL [SSSCHULZ@ROUNDUPRIVERRANCH.ORG](mailto:ssschulz@roundupriverranch.org)
TO SECURE YOUR SPONSORSHIP!

IMPACT SPONSORSHIPS

If you cannot attend but would like to be a sponsor.



20TH ANNIVERSARY SPONSOR

\$10,000

Support 20 more years of the power of camp.

- At event recognition on collateral
- Pre-event recognition on invitation, media releases, website, and collateral
- Recognition in pre- and post-event emails and digital campaigns
- Recognition on Roundup River Ranch social media accounts
- Verbal recognition at the event



MISSION SPONSOR

\$5,000

Sponsor the campers and families who make this event so special.

- At event recognition on collateral
- Pre-event recognition on invitation, media releases, website, and collateral
- Recognition in pre- and post-event emails and digital campaigns
- Recognition on Roundup River Ranch social media accounts



TRIBUTE SPONSOR

\$2,500

Recognize someone who inspires you to support the power of camp.

- Personalized card delivered to the honoree
- At event recognition on collateral
- Pre-event recognition on invitation, media releases, website, and collateral
- Recognition in pre- and post-event emails and digital campaigns

Please Note: For Impact Sponsorships, there are no benefits or goods for the donor or their family; thus Donor-Advised Funds (DAFs) may be used for impact Sponsorships listed on this page. 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.

EMAIL [SSCHULZ@ROUNDUPRIVERRANCH.ORG](mailto:sschulz@roundupriverranch.org) TO SECURE YOUR SPONSORSHIP!

Scan the code to learn more about
The Bullseye Roundup.



THANK YOU FOR SUPPORTING
THE POWER OF CAMP.



Roundup River Ranch is proud to celebrate 20 years of creating free life-changing experiences for children with life-altering diagnoses and their families. Since 2006, we've shared *The Power of Camp* by inspiring independence, connection, joy, and hope.

8333 Colorado River Road, Gypsum, CO 81637 | 970.524.2267 | RoundupRiverRanch.org

