

2026 Sponsorship Opportunities



# A GRATEFUL HARVEST

*20th Anniversary Celebration*



*The most fun and delicious way to support The Power of Camp.*



Saturday, August 15, 2026 | 5:00 pm

Camp | 8333 Colorado River Road, Gypsum, CO



Dear Friends,

Please join us on August 15 at Roundup River Ranch for A Grateful Harvest 2026 — an inspiring evening celebrating the mission that makes camp possible and a special milestone in our 20th anniversary year.

This year's theme, "You're Invited!", reflects the joy and gratitude we feel as we witness the life-changing impact of camp. At Roundup River Ranch, children living with life-altering diagnoses are welcomed exactly as they are, building confidence, connection, and resilience in a place where they truly belong.

This anniversary year is especially meaningful as we honor Ruth Johnson, Founding President & CEO, with the Paul Newman Legacy Award. Ruth's vision and leadership were instrumental in shaping Roundup River Ranch into the extraordinary place it is today. As we celebrate how far we've come, we also look ahead with optimism to the promise of the future.

Your generosity makes camp possible — always at no cost to families. We hope you'll join us to celebrate the power of camp and the remarkable community that brings it to life.

With heartfelt gratitude,

**Rebeca Hanrahan**  
A Grateful Harvest  
Co-Chair



**Donna Martin**  
A Grateful Harvest  
Co-Chair

*Gather. Dine. Toast. Celebrate The Power of Camp.*



**2026 is a milestone year at Roundup River Ranch!** We'll raise a toast to two decades of Roundup River Ranch at A Grateful Harvest. Join us at camp for our biggest fundraising event of the year! Gather in Trent's Cookhouse for a celebratory evening featuring cocktails, hors d-oeuvres, and an exquisite four-course dinner prepared by some of the Vail Valley's most renowned local chefs. Guests will enjoy an exclusive wine-tasting during cocktail hour, be inspired by heartfelt camper stories and performances, celebrate the champions who have made camp possible, take part in a live auction, culminating with the impactful "Camper Call" paddle raise.

## Venue: Our Campsite

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. Enjoy a four course dinner prepared by Anthony Mazza (Minturn Saloon, Village Bagel, Chef on the Fly), Paul Anders (Sweet Basil, Mountain Standard), Brian Ackerman (Splendido), and Chris Schmidt (Craftsman, il Mago, Bird Craft), 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 with life-altering diagnoses and their families; allowing them to experience the healing power of camp at no cost.

## 2026 Paul Newman Legacy Award Honoree: Ruth Johnson

This anniversary year is especially meaningful as we gather at A Grateful Harvest to honor Ruth Johnson, founding president and CEO, with the Paul Newman Legacy Award. The Paul Newman Legacy Award celebrates individuals who, like Paul Newman, have made a lasting commitment to the long-term sustainability of camp.

This award honors supporters whose dedication ensures that *The Power of Camp* not only exists today, but thrives for generations to come.

Because of her leadership, and the community she galvanized, Roundup River Ranch is not only thriving today, but positioned to flourish well into the future. Her legacy lives on in every laugh that echoes across camp, every obstacle bravely overcome, and every family who finds hope within the Roundup River Ranch community.

Honoring Ruth this year is not simply a reflection on our past — it is a powerful reminder of what is possible when vision, collaboration, and heart come together, and of the hopeful future still unfolding before us.



# Event Sponsorships & Benefits

## Our Guests: A Grateful Harvest Attendees

- A Grateful Harvest brings together a diverse and engaged community of supporters who are passionate about creating joy and connection for children and families facing life-altering diagnoses. Attendees include long-time donors, community partners, business and civic leaders, volunteers, and friends of Roundup River Ranch who want to make a meaningful difference.
- In 2025, A Grateful Harvest welcomed 283 guests representing a mix of local and national supporters. Our audience includes philanthropic leaders, community influencers, and individuals and families who are deeply committed to giving back. Notable supporters have included leaders from the SeriousFun Children's Network community, including Clea Newman-Sutherland.
- Guests range in age from early 30s to mid-80s and include individuals with strong discretionary income who value philanthropy, community engagement, and high-impact experiences. Many are business owners, professionals, and investors who are active in our rural resort region and beyond.
- Attendees are engaged consumers of local and regional businesses, including retail, real estate, construction, dining, and professional services, making A Grateful Harvest an excellent opportunity for sponsors to connect with a thoughtful, values-driven audience.



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## 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, and printed collateral.
- **2025 Marketing Reach**
  - Email Reach: 8,000+ Impressions
  - Event Webpage Traffic: 1,500+ Views
  - Facebook Reach: 7,300+ Followers
  - Instagram Reach: 3,150+ Followers
  - Vail Daily Print Advertising: 5 Total Print Ads (15,000+ daily circulation)
  - Additional Media: Pre and post press releases



# Table Sponsorships

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

## PRESENTING SPONSOR

\$50,000

- Two Tables (20 Guests)
- Recognition at event, program slideshow, and displays
- Transportation provided
- Champagne delivered to your home prior to event
- Elevated Reserve Wine Service
- Marketing:\*\*
  - Recognition on event invitation, media releases, website, and all event collateral
  - Recognition in emails and digital campaigns

## STELLAR SPONSOR

\$25,000

- One Table (10 Guests)
- Recognition at event, program slideshow, and displays
- Transportation provided
- Elevated Premier Wine Service
- Marketing:\*\*
  - Recognition on event invitation, media releases, website, and all event collateral
  - Recognition in emails and digital campaigns

## STARGAZING SPONSOR

\$15,000

- One Table (10 Guests)
- Recognition at event, program slideshow, and displays
- Transportation provided
- Elevated Premier Wine Service
- Marketing:\*\*
  - Recognition on event invitation, media releases, website, and all event collateral
  - Recognition in emails and digital campaigns

## TWILIGHT SPONSOR

\$10,000

- One Table (10 Guests)
- Recognition at event, program slideshow, and displays
- Transportation provided
- Marketing:\*\*
  - Recognition on event invitation, media releases, website, and all event collateral
  - Recognition in emails and digital campaigns

## HOPE STAR SPONSOR

\$6,500

- One Table (10 Guests)
- Recognition at event, program slideshow, and displays
- Transportation provided
- Marketing:\*\*
  - Recognition on event invitation, media releases, website, and all event collateral

## CORPORATE SPONSOR

\$6,000:

- 4 Guests
- Recognition at event, program slideshow, and displays
- Corporate marketing package
- Transportation available upon request



- Each sponsorship is for a table of 10 (\$650 per extra seat up to 12).
- Please Note: Donor-Advised Funds (DAFs) cannot be used for Table 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.

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

EMAIL [KSCHIFFER@ROUNDUPRIVERRANCH.ORG](mailto:KSCHIFFER@ROUNDUPRIVERRANCH.ORG) TO SECURE YOUR SPONSORSHIP!

# Impact Sponsorships

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



## 20TH ANNIVERSARY SPONSOR

\$20,000

Support 20 more years of the power of camp.

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



## MISSION SPONSOR

\$10,000

Sponsor a medical or volunteer table.

- Table signage, recognition in program book, event slideshow, and collateral
- Pre-event recognition on event 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

\$5,000

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

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

- Additional opportunities for underwriting and in-kind sponsorship exist.
- 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 community 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 [KSCHIFFER@ROUNDUPRIVERRANCH.ORG](mailto:KSCHIFFER@ROUNDUPRIVERRANCH.ORG)  
TO SECURE YOUR SPONSORSHIP!

Scan the code to learn more about  
A Grateful Harvest.





20th Anniversary   
**COMMUNITY CHAMPION AWARD FOR ALPINE BANK**



**Alpine Bank**

Member FDIC

The Community Champion Award honors a corporate partner whose commitment to Roundup River Ranch has remained steadfast since our earliest days. For over 20 years, Alpine Bank has exemplified what it means to be a true community partner – providing not only financial support, but leadership, expertise, and heartfelt advocacy for children with life-altering diagnoses and their families.

From offering financial guidance during our capital campaign to serving on our Board and Advisory Committee, Alpine Bank’s partnership has never wavered. Their belief in long-term, community-based impact is reflected in their philanthropy, employee volunteerism, and generous sponsorship of signature events including A Taste of Camp and A Grateful Harvest.

We are deeply grateful to Alpine Bank and their dedicated employees – true superheroes whose commitment ensures camp remains free to every child and family we serve.

*“From the first turns of the shovels at the campsite in Gypsum to the many campers from Colorado and beyond whose lives and spirits have been touched by Roundup’s campus and staff – Alpine Bank has been honored to partner with Roundup River Ranch, a one-of-a-kind organization exemplifying compassion and courage.”* – Mike Brown

## A Special Guest

### **CLEA NEWMAN-SODERLUND**

**seriousfun**<sup>SM</sup>  
children’s network  
founded by paul newman

Clea Newman-Soderlund is a passionate advocate for children living with serious illnesses and serves as a dedicated Ambassador for the global community of SeriousFun Children’s Network camps. As the daughter of actor and philanthropist Paul Newman, she carries forward her father’s vision of providing life-changing camp experiences to children and families who need them most.

Through her involvement with SeriousFun’s international network of medical specialty camps, Clea has been a steadfast champion for ensuring that children around the world have access to joy, connection, and belonging in medically safe environments. Her commitment to Roundup River Ranch has been especially meaningful, as she has played an essential role in supporting and uplifting the camp’s mission, deepening our connection to the broader SeriousFun family, and helping to ensure that its impact continues for generations to come.



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](http://RoundupRiverRanch.org)



**seriousfun**  
children's network  
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