



2018 BLACK TIE & TENNIS SHOES GALA

Sponsorship Opportunities

Your sponsorship of the annual Black Tie & Tennis Shoes Gala is not only a great way to participate in and contribute to the community of Colorado Outward Bound School (COBS). It represents an investment in the leaders of tomorrow. It provides youth the opportunity to experience the wilderness for the first time, and grow their character and leadership skills in the process. It represents challenge, adventure, and realizing what we are truly capable of.

PRESENTING SPONSOR

\$25,000 EXCLUSIVE

- Opportunity for remarks during program
- Prominent branding on all pre-event collateral: invitations, linked logo on COBS's website and Facebook page, event boilerplate, newsletter feature
- Prominent branding throughout the event: co-branded program cover, full page ad in event program and slideshow, signage throughout space
- Outward Bound Professional team building opportunity for up to 10 staff members
- Named scholarship for student to attend course
- Premier seating, two tables for 10 guests (20 total)

Tuition for 38 scholarship students to experience the wilderness for the first time costs \$25,000.

SUMMIT SPONSOR

\$10,000

- Special mention during program
- Prominent branding on all pre-event collateral: invitations, linked logo on COBS's website and Facebook page, event boilerplate, newsletter feature]
- Prominent branding throughout the event: full page ad in event program and slideshow, signage
- Named scholarship for student to attend course
- Premier seating, one table for 10 guests

One year of course preparation and support for 50 scholarship students costs \$10,000.

SCHOLARSHIP SPONSOR

\$6,000

- Named scholarship for student to attend course
- Recognition on the COBS scholarship webpage
- Name on event collateral including our website and event slideshow
- Seats for two guests

Provides full scholarship and gear for one student to attend a 3-week capstone course.

LEGACY SPONSOR

\$5,500

- Commemorative framed photo from the field
- Half page ad in program
- Name and logo on event collateral including our website and event slideshow
- One table for 10 guests

Warm layers and fuzzy fleece for 70 scholarship students costs \$5,500.

EXPEDITION SPONSOR

\$3,000

- One table for 10 guests
- Name and logo on our event collateral including our website, event slideshow, and program

One year of topographical maps to teach students map-reading and navigation costs \$3,000.

HIGHCAMP SPONSOR

\$2,000

- Seats for 10 guests on second level
- Name on our event collateral including our website, event slideshow, and program

Epi pens and all first aid supplies for 12 courses costs \$2,000.



About the Event

What does it take to reach the top of the world? What does it take to turn back? How do our values shape the most dynamic choices of our lives? Join the Colorado Outward Bound School as we present an evening anchored in leadership, character, and service. Remarks by seven-time Everest mountaineer and Director of the Colorado Outdoor Recreation Industry Office, Luis Benitez, and emceed by Annelise Loevlie, CEO of Icelantic Skis.

A decidedly untraditional event, the Black Tie and Tennis Shoes is one of Colorado's most fun annual fundraisers. It is an evening of celebration, camaraderie, and, of course, comfortable footwear. The night features stories from the field, a silent and live auction, opportunities to directly support scholarship students, and time to catch up with friends - drinks and food not to be missed! Make your mark on the lives of young people in our community and have fun along the way.

Benefits of Sponsorship

- Align your brand with Colorado Outward Bound School, the outdoor industry, and education partners
- Demonstrate your commitment to transforming the lives of young people in Denver and beyond
- Exposure for your organization through a variety of mediums:
 - Event: 350 attendees
 - E-newsletter: 7,000 recipients
 - Facebook: 5,274 followers
 - Instagram: 1,694 followers
 - Twitter: 850 followers
 - COBS website: 3,000 visits per month

You Make the Difference

It is our vision to build a more resilient and compassionate world, with more resilient and compassionate citizens. One of the most important ways this is accomplished is through scholarships to high-need, high-potential youth. Our ASCEND program will serve more than 220 students on full scholarships in 2018. 85% are students of color; 95% are eligible for free and reduced lunch; 31% are English Language Learners. ASCEND reaches high school students ages 14 – 18 through partner schools and nonprofits in Denver, Colorado Springs, Leadville, the Roaring Fork Valley and beyond.

LIMITED NUMBER OF INDIVIDUAL TICKETS AVAILABLE AS WELL: www.cobs.org/black-tie



FEATURING GUEST SPEAKER *Luis Benitez*
EMCEED BY *Annelise Loevlie*
OCTOBER 24, 2018 *Mile High Station*

www.cobs.org/black-tie

303-676-8246