



## SPONSORSHIP OPPORTUNITIES

AUGUST 4 - 5, 2024



**ADAPTIVE SPORTS CENTER**

FOR ADDITIONAL INFORMATION,  
PLEASE CONTACT

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**ADAPTIVE SPORTS CENTER**



# SPONSORSHIP IMPACT

## A NOTE FROM THE EXECUTIVE DIRECTOR

Dear Supporter,

As we approach our 29th Crested Butte Open, I want to extend a warm invitation to join us in supporting the heart of our mission: empowering people with disabilities through exceptional outdoor experiences. Your sponsorship at the CB Open is not just a financial contribution; it is a crucial investment in transforming lives and creating a lasting impact.

At the Adaptive Sports Center, we are committed to breaking barriers and redefining what is possible for individuals living with any sort of different abilities. This commitment has led to an ever-growing demand for our services. Our unique approach involves providing inclusive outdoor adventures that go beyond physical challenges, aiming to instill a sense of empowerment, resilience, and joy. The CB Open is a cornerstone event that allows us to raise the funds necessary to continue offering these life-changing experiences to our participants.

Your sponsorship is vital for several reasons. First, it directly enables us to subsidize the cost of every lesson. Our current Access for All pricing delivers a lesson with a professional instructor, all equipment necessary, and a lift ticket for just \$95 a day. Our true cost for this day is about ten times that. People with disabilities often experience much greater costs of living and far fewer opportunities

for employment. The combination of which makes our affordable pricing extremely important and allows more people to participate. Your support ensures that financial barriers do not hinder access to these transformative experiences. Secondly, your sponsorship helps Adaptive bring in more than 40 visiting groups from around the nation. We support these groups by covering some or all of their transportation costs, running airport shuttles, providing accommodations in one of our accessible lodges, stocking their kitchens with healthy food for the week, preparing lunches onsite to fuel them between morning and afternoon lessons, and sometimes covering a dinner or two out in Crested Butte. For example, last year we provided 103 shuttles, 1,505 nights of lodging, and prepared and served 4,486 meals!

Thank you for being a part of our Adaptive family and for considering this opportunity to make a meaningful impact on our participants. Together, we can create a world where outdoor adventures are truly exceptional for everyone.

Sincerely,



Chris K. Hensley,  
Executive Director



**GALA**  
**SUNDAY**

**AUG.**

**4**

Cocktail party,  
dinner, auctions,  
music, and dancing.

**GOLF**  
**MONDAY**

**AUG.**

**5**

Breakfast, tournament,  
picnic lunch, awards,  
and BBQ.

## THE CRESTED BUTTE OPEN THE FUNDRAISER THAT ENRICHES LIVES

It all starts in Crested Butte, a beautiful Colorado destination known for its skiing, mountain biking, and other world-renowned outdoor activities.

The Gala will be held at the famous Lacy Ranch, one of Crested Butte's oldest western ranches, nestled in the Elk Mountain Range. Enjoy the auctions, multi-course dinner, and a few rounds on the dance floor. It's a great place to have some fun while helping to enrich the lives of people with disabilities.

The Golf Tournament will be held at The Club at Crested Butte, a gorgeous course sitting at 9,000 feet above sea level. Bring your team of four to each meticulously designed hole crafted to allow golfers to fully embrace the area's tranquil trout lakes, aspen trees, mountain tops, and pristine wilderness.





“There are a lot of things that I would love to change about the world to make it better for us. But Adaptive isn’t one of them. You give people an incredible gift, the gift of being seen.”

– Lauren, Participant

## FUNDS RAISED THROUGH THE CRESTED BUTTE OPEN

help to provide affordable lessons to people with disabilities, scholarship funds, and state-of-the-art adaptive sports equipment.



“It was such an empowering experience and I really feel like this was a springboard moment that I can build off of.”

– Woody, Participant



# SPONSORSHIP OPPORTUNITIES

**SPONSOR THE GALA, GOLF, OR BOTH!**

The Crested Butte Open is our major annual fundraising event that supports the Adaptive Sports Center’s mission. Becoming a sponsor is a rare opportunity to help change the lives of people with disabilities while also getting your brand in front of a very special audience.

We offer separate sponsorship levels for the Gala and Tournament, so you can do one or go all in and do both. With sponsorship opportunities for various interests and budgets, we need your help to make this event successful to continue our life-changing adventures. Thank you for your generosity. Donors like you have made 37 years of growth, success, and positive impact on countless lives possible.

## BENEFITS OF SPONSORSHIP

When you sponsor the Crested Butte Open, you’re changing the lives of people on and off the mountain.

- Exclusive early access to purchase a table, seats or golf team for this event that sells out annually.
- Ensures you will be on the early invite list for next year .
- Supports a great organization doing incredible things.
- Targeted marketing.
- Community involvement.
- Relationship development.
- Tax deduction.
- Local media exposure.

For additional information, please contact

**Lee Berglund**  
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# SPONSORSHIP OVERVIEW

## SPONSOR PARTY

### SPONSOR PARTY HOST \$8,500

Can provide community scholarships for the entire winter season.

## GALA SPONSORSHIP

### PRESENTING \$50,000

Can provide a full week of programming for two groups, including flights, shuttles, meals, and staff wages.

(Gala, Golf, and Sponsor Party)

### GALA \$30,000

Can cover the costs for two out-of-state groups, including flights & shuttles.

### DINNER \$15,000

Can cover annual expenses for instructor/staff trainings.

### AUCTION \$10,000

Can provide lodging for four groups, five nights each.

### BAR \$7,500

Can provide a ReActive Adaptations kids' Wildcat handcycle.

### TWO-STEP \$5,500

Can provide flights for an out-of-state group of eight people.

### ENTERTAINMENT \$5,000

Can provide ten new snowboards, boots, and bindings.

### THE LAVISH LOO \$4,500

Can provide two Nordic sit-skis.

### SAFE RIDE \$3,750

Can provide lesson scholarships for eight participants.

### TABLE \$2,750

Can cover the cost of hosting the Adaptive Mountain Bike World Championships.

### WELCOME \$1,250

Can provide twenty new pairs of ski goggles.

### GOLF & GALA

Make it a combo package! Pair a Gala Sponsorship with a Golf Sponsorship to support both events.

## GOLF SPONSORSHIP

### TOURNAMENT \$15,000

Can provide a week-long military group program for six veterans. (Gala, Golf, and Sponsor Party)

### GOLF CART \$3,750

Can cover programming costs for a group of high school students with visual impairments.

### TEAM \$1,500

Can provide all meals and snacks for a group's week-long trip.

### HOLE \$1,000

Can cover instructor wages for one day of Community Kids programming.



Since 1987, the Adaptive Sports Center has enhanced the quality of life of people with disabilities through outdoor adventure. This is made possible, in part, by the funds we raise at the annual Crested Butte Open. Please consider becoming a sponsor of this premier charity event.

"The equipment, instructors, and facilities [at the ASC] are phenomenal. There isn't anything that even compares to it."

- Kevin, Participant



# PRESENTING SPONSOR \$50,000

As the Presenting Sponsor, you will enjoy exclusive benefits at both the Gala and Golf Tournament, including marketing before, during, and after the event. You'll also get to experience the power of the Adaptive Sports Center's programming with a complimentary two-day corporate or family retreat for up to 12 people.

If full benefits are utilized, the tax-deductible value is \$42,800.



*This sponsorship can provide a full week of programming for two groups, including flights, shuttles, meals, and staff wages. As the Presenting Sponsor, receive maximum recognition at all events (Gala, Golf, and Sponsor Party).*

# GOLF TOURNAMENT SPONSOR \$15,000

**Maximize your sponsorship and enjoy access to all three of the weekend events!**

This sponsorship comes with a gala table for eight guests AND two golf teams for eight players.

Plus enjoy:

- Food and drinks at the Sponsor Party at the Kelsey Wright Building.
- A full-page advertisement in the auction catalog.
- Hole flags with your name or logo at all 18 holes.
- And more! (See Golf Sponsorships on page 12 & 13 for all benefits.)

If full benefits are utilized, the tax-deductible value is \$11,800.



*This sponsorship can provide a week-long military group program for six veterans. As the Tournament Sponsor, receive maximum recognition at all events (Gala, Golf, and Sponsor Party).*



# GALA SPONSORSHIPS

EXCLUSIVE - GALA + GOLF!  
PRESENTING  
\$50,000

GALA  
\$30,000

DINNER  
\$15,000

AUCTION  
\$10,000

SPONSOR PARTY  
\$8,500

BAR  
\$7,500

TWO-STEP  
\$5,500

ENTERTAINMENT  
\$5,000

THE LAVISH LOO  
\$4,500

SAFE RIDE  
\$3,750

TABLE  
\$2,750

WELCOME  
\$1,250

## BENEFITS

Tables at Gala (8 seats per table)	2	1	1	1	1	1	1	1	1	1	1	Early access to tickets*
Sponsor party (Friday, August 2)	★	★	★	★	★	★	★	★	★	★	★	★
VIP seating and car service	★	★	★	★								
Logo on sponsor gift	★				★							
Custom corporate/family retreat	★											

## ON-SITE EVENT RECOGNITION

Ad in program & auction catalog	Full-page	Full-page	Full-page	Full-page	1/2 page	1/2 page	1/2 page	1/2 page	1/4 page	1/4 page	Name listed	Name listed
Event banners & signage	Exclusive (all)	Premium	Premium	Premium	At KWB	Deluxe	Deluxe	Deluxe	Standard	Standard	Standard	Standard
Photo opportunity	★	★	★	★	★	★						
Live recognition during event	★	★	★	★								
Logo on CBO hat & gift bag	★											
Speaking opportunity	★				★							

## PRE/POST-EVENT MARKETING

ASC website	★	★	★	★	★	★	★	★	★	★	★	★
ASC Fall Annual Report	★	★	★	★	★	★	★	★	★	★	★	★
Print ads—post event “thank you” ad	★	★	★	★	★	★	★	★	★	★	★	★
Email footer	★	★	★	★								
Auction site	★	★	★	★								
Print ads—pre event	★	★										
<b>Tax deductible value</b>	<b>\$42,800</b>	<b>\$28,800</b>	<b>\$13,800</b>	<b>\$8,800</b>	<b>\$7,300</b>	<b>\$6,300</b>	<b>\$4,300</b>	<b>\$3,800</b>	<b>\$3,300</b>	<b>\$2,550</b>	<b>\$1,550</b>	<b>\$1,250</b>

If you are sponsoring, but not using your table or corporate retreat, the tax deductible value is 100% of sponsorship level.

\* Early access to purchase 2 Gala tickets for \$400



# GOLF SPONSORSHIPS

EXCLUSIVE - GALA + GOLF!  
PRESENTING  
CONT. FROM GALA

EXCLUSIVE - GALA + GOLF  
TOURNAMENT  
\$15,000

GOLF CART  
\$3,750

TEAM  
\$1,500

HOLE  
\$1,000

## BENEFITS

Golf tournament teams (foursome)	2	2	1	1	0
Sponsor Party (Friday, August 2)	★	★	★	★	★
Early access to buy additional gala tickets	★	★	★	★	★
Tables at Gala (8 seats per table)	See Gala benefits	1			

## ON-SITE EVENT RECOGNITION

Event banners	Exclusive	★	★	★	★
Event signage—course (logo)	Hole flags & trophies	Hole flags	Golf carts	Table signs	One hole sign
Ad in program & auction catalog	Full-page	Full-page	1/2 page	Name listed	Name listed
Photo opportunity	★	★			
Include item in gift bag*	★	★			
Live recognition	★	★			
Logo on golfer gift & gift bag	★				

## PRE/POST-EVENT MARKETING

Name recognition on ASC website	★	★	★	★	★
ASC Fall Annual Report	★	★	★	★	★
Print ads—post event “thank you” ad	★	★	★	★	★
Print ads—pre events ads	★	★			
Email blasts (logo in footer)	★	★			
<b>Tax deductible value</b>	See Gala, pg 10	\$11,800	\$2,750	\$500	\$1,000

If you are sponsoring, but not using your golf team or gala table, the tax deductible value is 100% of sponsorship level.

\* Item must be approved.



# TAX BENEFIT INFORMATION

The tax-deductible amounts in this brochure represent the value if the full benefits are utilized. The following are amounts that, should you opt not to use, would increase your donation by that amount:

<b>Two-day Corporate or Family Retreat .....</b>	<b>\$2,800</b>
<b>One Gala Table (VIP or other) .....</b>	<b>\$1,200</b>
<b>One Golf Team (foursome). ....</b>	<b>\$1,000</b>

Sponsorships cannot be paid for with funds from a donor-advised fund since goods and services are provided.

Your sponsorship may be eligible for a 25% Colorado Income Tax Credit. Contact us to learn more.



For additional information,  
please contact

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