



PRESENTED BY

**KATY & KYLE MILLER FAMILY FOUNDATION
CAROLYN & DAVID MILLER
MEREDITH & KYLE BEBEE**

SPONSORSHIP OPPORTUNITIES

AUGUST 1-2, 2021

TWO UNFORGETTABLE DAYS ONE IMPORTANT MISSION

AUGUST 1-2, 2021



GALA

SUNDAY, AUGUST 1

LIVE GALA

Cocktail party, dinner, live music, dancing & auction

OR

VIRTUAL GALA

Watch Party Box, local dinner delivery and virtual entertainment, program & auction



GOLF

MONDAY, AUGUST 2

GOLF TOURNAMENT

Breakfast, tournament, picnic lunch, awards & BBQ.

Live event only.

Since 1987, the Adaptive Sports Center has enhanced the quality of life of people with disabilities through exceptional outdoor adventure activities. The programs we provide are made possible, in part, by funds raised through our annual Crested Butte Open.

Please consider joining the Adaptive Sports Center community by becoming a sponsor of the 2021 Crested Butte Open, Gunnison Valley's premier charity event.

For information on how you can get involved, contact Emily Girdwood, Events & Development Manager at (970) 349-2296 x104 or emily@adaptivesports.org.

SPONSORSHIP IMPACT

Over the last 26 years, the Crested Butte Open (CBO) has become the premier charity event in the valley. It is normally a great time for the 400 plus who attend, but last year, we had to transition to our first—and hopefully not annual!—virtual event. While it was not the same as having everybody in one room together, it was still fun for all and achieved its mission: to raise funds for the Adaptive Center Sports Center. The funding that the CBO has generated over the years has enabled the ASC to grow into one of the premier adaptive sports organizations in the world. We have a phenomenal staff, a fantastic facility and cutting-edge equipment.

This year, we are in a predicament of not knowing where we will be with the pandemic by August. Ideally, we will have some version of the live event again. Since we need to start our sponsorship efforts, we have decided to move forward with keeping open the options of a live or virtual event. As you will see, every sponsorship level has both a live and virtual equivalent. There are months of planning that go into both types of events, so the decision to go live or not will be made in May.

Last year, we worked incredibly hard to open our doors to programming in response to the pandemic. Countless hours and a great deal of money were spent to minimize the risk that our participants and staff faced. This was important, as our program is some of our participants only source of therapeutic recreation, and we saw many damaging effects of their isolation. Now, more than ever, our services are needed.

“ From a mental health perspective, we all took a significant hit this year. This week has been a spark of light in the darkness. It lit our world like the sun, you knocked it out of the park. ”

–Kimery Dudas, Founder of the Expedition School who visited in December with 4 visually impaired and blind young adults

Every summer, we come together for one purpose: to raise money so that people with disabilities and their families may experience the life-changing effects of outdoor adventures with the Adaptive Sports Center. While the actual format of this year's event is still up in the air, there is one thing that is not, and that is the commitment our donors and sponsors have for the mission of the ASC.

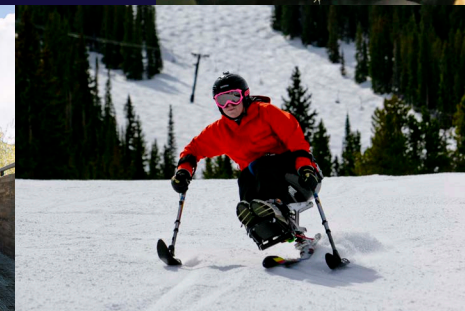
Sincerely,



Christopher K. Hensley
Executive Director, Adaptive Sports Center



FUNDS RAISED THROUGH THE CRESTED BUTTE OPEN help to provide affordable lessons to people with physical and developmental disabilities, scholarship funds, and state-of-the-art adaptive sports equipment.



SPONSORSHIP BENEFITS INCLUDE:

- Supporting a great organization doing incredible things
- Targeted Marketing
- Community Involvement
- Relationship Development
- Tax Deduction
- Local Media Exposure
- Network with Your Clients and Contacts

Sponsoring the event also ensures you can attend any live events.

SPONSORSHIP OPPORTUNITIES

GALA, GOLF OR BOTH!

The Crested Butte Open is our major annual fundraising vehicle which supports the Adaptive Sports Center's mission to enhance the lives of people with disabilities through exceptional outdoor activities.

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. This event sells out every year with guests including local and part-time residents, donors and program participants.



There are sponsorship opportunities designed for a variety of interests and budgets. This year, we are offering separate sponsorship levels for the Gala and Golf Tournament. Sponsor one or go all in and pair the two together.

We need your help to make this event successful so that we can raise the funds needed to continue our life-changing experiences. Thank you for your consideration in being a big part of our 34 years of growth, success and positive impact on countless lives.



For information on how you can get involved, contact Emily Girdwood, Events & Development Manager at (970) 349-2296 x104 or emily@adaptivesports.org

EXCLUSIVE!

PRESENTING SPONSOR \$50,000

Can provide a week-long summer and winter camp experience for teenage burn survivors

As the Presenting Sponsor, you will enjoy exclusive benefits for both the Gala and Golf Tournament, such as recognition in pre- and post-event marketing and throughout the event.

As an added benefit, you are invited to experience the power of the Adaptive Sports Center's programming first-hand through a complimentary two-day corporate retreat for up to 12 of your team members facilitated by the Adaptive Sports Center.

If full benefits are utilized, the tax deductible value of the Presenting Sponsorship is \$42,800 for a live event and \$45,900 for a virtual event.*

*** Detailed tax benefit information is available on page 18.**



PRESENTED BY
Your Company Name Here



For information, contact Emily Girdwood,
Events & Development Manager at (970) 349-2296 x104
or emily@adaptivesports.org.

Gala Benefits

LIVE EVENT

- Host of VIP Sponsor Cocktail Party on Saturday, July 31st
- Logo or name on sponsor gift
- 2 VIP tables (16 people) with VIP car service
- Opportunity to have a promotional booth at the Gala
- Logo or name on most banners including auction, band stage, bar, safe ride and welcome banners
- Logo or name on most signage including table centerpiece, bar, auction and safe ride signage
- Logo or name on event bag
- Logo or name on Auction Catalog and website
- Full-page ad on the first page of the CBO Program
- Photo opportunity
- Live recognition with speaking opportunity at the event
- Logo or name recognition on the ASC website and annual report, pre- and post-event ads
- Logo or name on 10 email blasts and 2 social media posts & kit

VIRTUAL EVENT

- 2 Gala Watch Party Boxes with local dinner delivery for 16 people
- Exclusive banner placement near the presenter
- Logo or name recognition on slides during the virtual event
- Logo or name on Watch Party Box and an exclusive item
- Logo or name on Auction Catalog and website
- Full-page ad on the first page of the CBO Program
- Live recognition with 2-4 minute video and/or speaking opportunity
- Logo or name recognition on the ASC website and annual report, pre- and post-event ads
- Logo or name on 10 email blasts and 3 social media posts & kit

Golf Benefits

LIVE EVENT ONLY

- 2 Golf entries (2 foursomes)
- Event banner
- Logo or name on all 18 hole flags and tournament trophies
- Logo or name on bag, golfer gift, and option to include an approved item
- Opportunity to have a promotional booth at the tournament
- Photo opportunity
- Live recognition at the tournament

SPONSORSHIP OVERVIEW

New this year, sponsorships do not include gala and golf benefits. You can pair Gala and Golf Sponsorships to participate in both events.

Click below on sponsorship levels to learn more. See page 18 for detailed tax benefit information.

GALA SPONSORSHIPS



GALA \$30,000
DINNER \$15,000
AUCTION \$10,000
ENTERTAINMENT \$7,500
BAR/WATCH PARTY \$7,500
TWO-STEP/PRE-EVENT KICKOFF \$5,500
SAFE RIDE/TECH \$3,500
HOST \$2,500
WELCOME \$1,000

GOLF SPONSORSHIPS



TOURNAMENT \$30,000
PLAY-IT-FORWARD \$7,500
GOLF CART \$3,500
TEAM \$1,000
HOLE \$1,000

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GALA SPONSORSHIPS

AUGUST 1, 2021

The 2021 Gala will be live or virtual, depending on local restrictions and risk mitigation considerations. If you'd like to participate in the golf tournament, consider adding a Golf Sponsorship.

ALL GALA SPONSORSHIPS ENJOY THE FOLLOWING BENEFITS

Unique benefits for each level are shown on the following pages.

LIVE EVENT

The following benefits are offered at all levels:

- Invitation to the VIP Sponsor Cocktail Party on Saturday, July 31st
- Recognition in the CBO Program
- Recognition on the ASC website, annual report, and "thank you" ad in the Crested Butte News
- Social media kit (see page 19)

VIRTUAL EVENT

The following benefits are offered at all levels:

- Recognition on presentation slides during virtual presentation
- Recognition in the CBO Program
- Recognition on the ASC website, annual report, and "thank you" ad in the Crested Butte News
- Social media kit (see page 19)



Example of 2020 Watch Party Box.
Contents to be determined for 2021.

For a virtual event, each Watch Party Box includes a catered dinner for up to eight people, delivered to attendees residing in the Crested Butte-Gunnison area. For attendees outside of this area, you'll receive recipe cards to help you cook a delicious meal for your group to enjoy, a cocktail recipe card and other essentials for your gathering.

For detailed tax benefit information, see page 18

GALA \$30,000

Can provide scholarships for visually-impaired/blind programming

LIVE EVENT

- 2 VIP tables (16 people) with VIP car service
- Premium banners at auction and band stage
- Recognition on bar signage and dance floor
- Full-page ad in CBO Program
- Photo opportunity and live recognition
- Recognition in pre-event ads
- Logo on 10 email blasts
- 1 social media post
- Tax deductible value \$27,600*

VIRTUAL EVENT

- 2 Gala Watch Party Boxes with local dinner delivery for 16 people
- Premium banner placement behind presenter
- Recognition on a premium Watch Party Box item
- Full-page ad in CBO Program
- Live recognition
- Recognition in pre-event ads
- Logo on 10 email blasts
- 2 social media posts
- Tax deductible value \$28,700*

DINNER \$15,000

Can provide annual instructor training, certifications, and clinics

LIVE EVENT

- 2 VIP tables (16 people) with VIP car service
- Premium banners at auction and band stage
- Recognition on table centerpiece and dance floor
- Full-page ad in CBO Program
- Photo opportunity and live recognition
- Recognition in pre-event ads
- Logo on 10 email blasts
- 1 social media post
- Tax deductible value \$12,600*

VIRTUAL EVENT

- 2 Gala Watch Party Boxes with local dinner delivery for 16 people
- Premium banner placement behind presenter
- Recognition on a premium Watch Party Box item
- Full-page ad in CBO Program
- Live recognition
- Recognition in pre-event ads
- Logo on 10 email blasts
- 2 social media posts
- Tax deductible value \$13,700*

* Detailed tax information on page 18



AUCTION \$10,000

Can provide summer scholarships for local community participants

LIVE EVENT

- 2 tables (16 people) with VIP car service
- Premium banners at auction and band stage
- Recognition on handheld bidding tablets and at auction checkout
- Listed in Auction Catalog
- Full-page ad in CBO Program
- Photo opportunity and live recognition
- Recognition on auction site
- Recognition in pre-event ads
- Logo on 10 email blasts
- 1 social media post
- Tax deductible value \$7,600*

VIRTUAL EVENT

- 2 Gala Watch Party Boxes with local dinner delivery for 16 people
- Premium banner placement during the auction
- Recognition on auction related items
- Full-page ad in CBO Program
- Live recognition
- Recognition on auction website
- Recognition in pre-event ads
- Logo on 10 email blasts
- 2 social media posts
- Tax deductible value \$8,700*

ENTERTAINMENT \$7,500

Can provide five days of activities for two cancer survivors

LIVE EVENT

- 1 table (8 seats)
- Deluxe banners at auction and band stage
- Recognition on dance floor
- Half-page ad in CBO Program
- Photo opportunity
- Tax deductible value \$6,300*

VIRTUAL EVENT

- Gala Watch Party Box with local dinner delivery for 8 people
- Deluxe banner placement
- Recognition on a deluxe Watch Party Box item
- Half-page ad in CBO Program
- Tax deductible value \$6,850*

BAR/WATCH PARTY \$7,500

Can provide an update to our Salomon adult ski fleet

LIVE EVENT

- 1 table (8 seats)
- Deluxe banners at auction and bar
- Recognition on bar signage
- Half-page ad in CBO Program
- Photo opportunity
- Tax deductible value \$6,300*

VIRTUAL EVENT

- Gala Watch Party Box with local dinner delivery for 8 people
- Deluxe banner placement
- Recognition on a deluxe Watch Party Box item
- Half-page ad in CBO Program
- Tax deductible value \$6,850*



TWO-STEP/PRE-EVENT KICKOFF \$5,500

Can provide updates to our kids' ski fleet, ski boots, and helmets

LIVE EVENT

- 1 table (8 seats)
- Deluxe banner at auction and band stage
- Recognition on dance floor
- Half-page ad in CBO Program
- Tax deductible value \$4,300*

VIRTUAL EVENT

- Gala Watch Party Box with local dinner delivery for 8 people
- Deluxe banner placement
- Half-page ad in CBO Program
- Tax deductible value \$4,850*

SAFE RIDE/TECH \$3,500

Can provide updates to our outdoor clothing used by participants

LIVE EVENT

- 1 table (8 seats)
- Recognition on safe ride and exit area banners
- Recognition on safe ride signage at bar, silent auction, and safe ride car magnet
- Quarter-page ad in CBO Program
- Tax deductible value \$2,300*

VIRTUAL EVENT

- Gala Watch Party Box with local dinner delivery for 8 people
- Recognition on tech instructions in Watch Party Box
- Quarter-page ad in CBO Program
- Tax deductible value \$2,850*

HOST \$2,500

Can provide two weeks of ski lessons for a local child with a disability

LIVE EVENT

- 1 table (8 seats)
- Logo or name on reserved table sign
- Tax deductible value \$1,300*

VIRTUAL EVENT

- Gala Watch Party Box with local dinner delivery for 8 people
- Tax deductible value \$1,850*

WELCOME \$1,000

Can provide new volunteer bibs

LIVE EVENT

- Early access to buy 2 Gala tickets for \$350
- Recognition on entrance banner
- Tax deductible value \$1,000*

VIRTUAL EVENT

- Recognition on presentation slides during pre-event kick-off
- Tax deductible value \$1,000*

* Detailed tax information on page 18

GOLF SPONSORSHIPS



AUGUST 2, 2021



LIVE EVENT ONLY

The 2021 Golf Tournament will be live, depending upon local restrictions and risk mitigation considerations. If we are unable to hold a live tournament, your Golf Sponsorship will be converted into a corresponding Gala Sponsorship. Golf Sponsorships, other than the Tournament Sponsor, do not include Gala benefits. However, you can pair a Golf Sponsorship with a Gala Sponsorship, or purchase a pair of Gala dinner tickets for \$350.

ALL GOLF SPONSORSHIPS ENJOY THE FOLLOWING BENEFITS

Unique benefits for each level are shown on the following pages.

- Invitation to the VIP Sponsor Cocktail Party on Saturday, July 31st
- Event banners
- Golf course signage
- Recognition in the CBO Program
- Recognition on the ASC website, annual report, and "thank you" ad in the Crested Butte News
- Social media kit

See page 18 for detailed tax benefit information.

EXCLUSIVE!

TOURNAMENT \$30,000

Can provide a week-long program for 12 veterans with disabilities

- 2 Golf entries (2 foursomes)
- Gala - 2 VIP tables (8 seats per table) with VIP car service
- Logo on all 18 hole flags
- Option to include an approved item in goody bag
- Full-page ad in CBO Program
- Photo opportunity and live recognition
- Recognition in pre-event ads
- Logo on 10 email blasts and 1 social media post
- *Tax deductible value \$25,000**

PLAY-IT-FORWARD \$7,500

Can provide two adaptive cycles with fat tires

- 2 Golf entries (2 foursomes)
- Early access to purchase 2 Gala tickets for \$350
- Recognition on driving range distance markers
- Option to include an approved item in goody bag
- Half-page ad in CBO Program
- Photo opportunity
- *Tax deductible value \$5,500**

GOLF CART \$3,500

Can provide climbing gear updates

- 1 Golf entry (foursome)
- Early access to purchase 2 Gala tickets for \$350
- Recognition on all golf carts
- Quarter-page ad in CBO Program
- *Tax deductible value \$2,500**

TEAM \$1,000

Can provide new mountain bike helmets

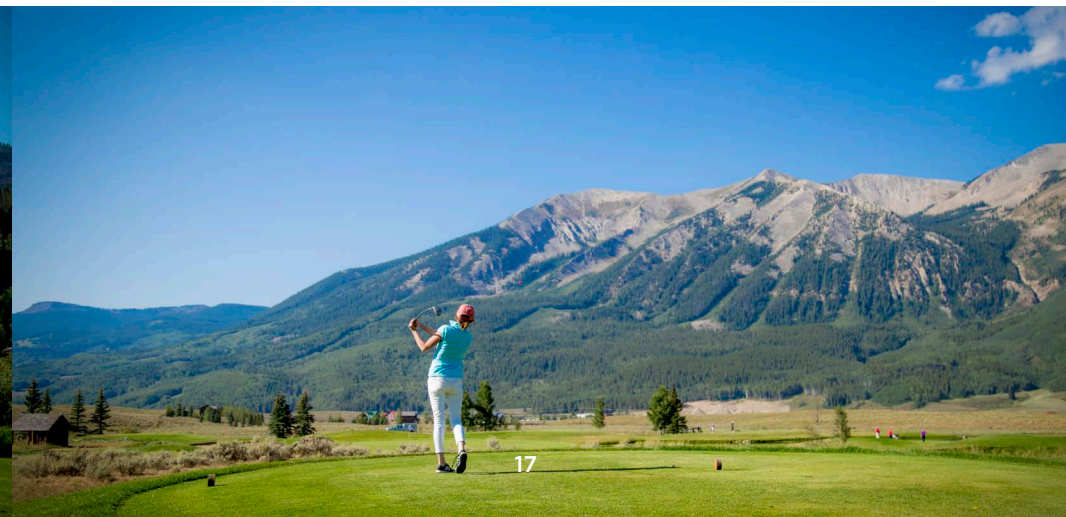
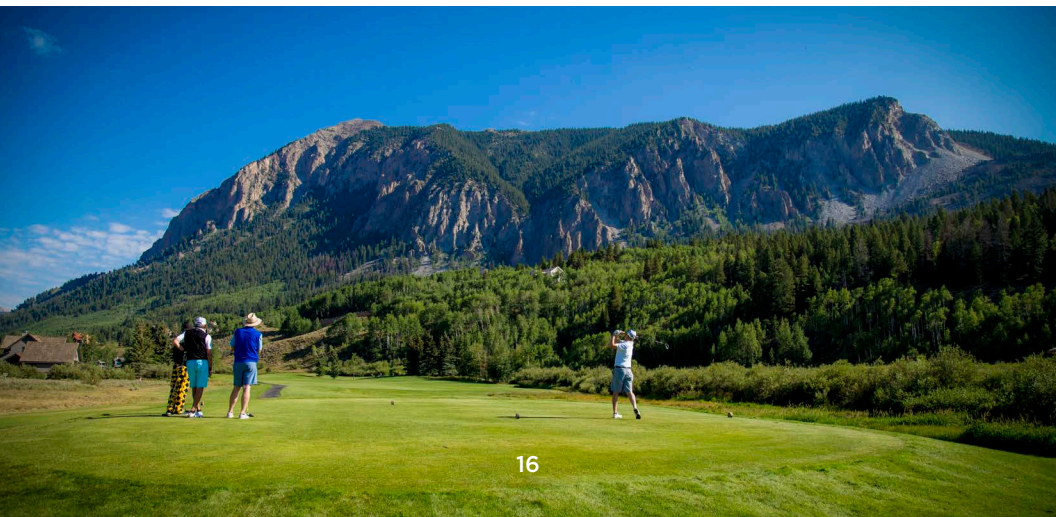
- 1 Golf entry (foursome)
- Early access to purchase 2 Gala tickets for \$350
- Recognition on clubhouse table signs
- *Tax deductible value NA*

HOLE \$1,000

Can provide updates to our ski and bike tuning tools

- Early access to purchase 2 Gala tickets for \$350
- Recognition on one individual hole sign
- *Tax deductible value \$1,000**

** Detailed tax information on page 18*



TAX BENEFIT INFORMATION

Tax deductible amounts listed in this brochure represent the value if the full benefits are utilized. The following are amounts for various items, that should you opt not to use, would increase your deductible amount by that amount.

- Two-day Corporate Retreat \$2,800
- One Gala Table (VIP or otherwise) \$1,200
- One Golf Team (foursome) \$1,000
- Watch Party Box (with dinner) \$650
- Watch Party Box (without dinner) \$250

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

The tax deductible portion of each sponsorship is eligible for a 25% Colorado Income Tax Credit.

BENEFIT SPECIFICS

PRE-EVENT PRINT ADVERTISING

For levels that include a pre-event advertising benefit, your sponsorship must be finalized before advertising deadlines in mid-March 2021 and include the Crested Butte Magazine and the Crested Butte Summer Visitors' Guide.

SOCIAL MEDIA KIT

New this year, we will give you access to content to help you share your support of the Adaptive Sports Center and the Crested Butte Open, including images, suggested copy, and helpful tips for using in social media and email marketing.



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Events & Development Manager at (970) 349-2296 x104
or emily@adaptivesports.org





ADAPTIVE SPORTS CENTER

**Contact Emily Girdwood, Events & Development Manager
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All event photos are from the 2018 and 2019 Crested Butte Opens