



SPONSORSHIP OPPORTUNITIES

AUGUST 7-8, 2022



ADAPTIVE SPORTS CENTER

TWO UNFORGETTABLE DAYS ONE IMPORTANT MISSION

AUGUST 7-8, 2022

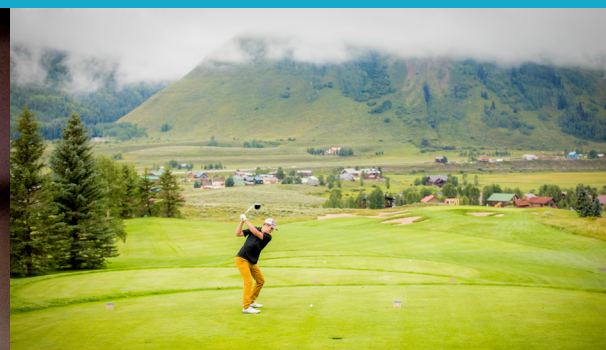
GALA



SUNDAY, AUGUST 7

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

GOLF



MONDAY, AUGUST 8

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



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 2022 Crested Butte Open—Gunnison Valley's premier charity event.

For additional information contact:

Lee Berglund, Development Manager
(970) 349-2296 x105 or lee@adaptivesports.org

SPONSORSHIP IMPACT

A NOTE FROM THE ACTING EXECUTIVE DIRECTOR

The Crested Butte and Gunnison communities undoubtedly love traditions. In this valley, you can almost set the clock to the annual traditions. Some dress up as lords and maidens and burn a 36-foot tall Grump, some ski the Last Steep on Telemark skis dressed up (and linked up) like a six-pack of cheap beer, some Polka (my personal favorite), and some don bolo ties and boots and head to the Crested Butte Open.

Ah, the CB Open: a 27-year tradition still going strong. One thing that stands out about this particular tradition is that it is for a great cause. Its proceeds transcend directly into the lives of approximately 1,000 people annually, and the ripple affects hundreds more. So yes, a tradition with a cause and a BIG reach – what could be better?

The Adaptive Sports Center's sole purpose is to provide high-quality, adventure-based activities for people with disabilities and their families. The therapeutic value of the programming we offer is second to none. We strongly believe in our mission and we witness its outstanding effects day in and day out.

"This was my first time doing any adaptive activity outside of rehabilitation. I was so proud of myself after my amazing day mountain biking. I feel like I can try anything now. It really gave me a boost of confidence that I needed." ~ ASC Participant 10/9/2021

Our staff, volunteers, and board of directors are world-class through and through. We are very proud of our mission-based mindset and the straight-up love and belief in what we do and provide. Despite the persistent challenges of these times, we have not only been able to retain our staff, but we have focused on further developing their skills to an exceptional level. As things begin to drift back to normal and become more predictable, we will be as ready as ever to do what we do best—get more and more people "out there."

"I love the diversity of abilities we see. Every day is different and it keeps me engaged and wanting to learn more."
~ ASC Instructor 10/6/2021

The ASC's facilities and equipment are not only second to none, they have raised the bar high for many of our friends at other adaptive



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.



programs around the county. The Kelsey Wright Building has been a godsend during the pandemic and, in many ways, it is the one thing that has allowed us to continue to operate at a high level. A true game-changer. Our equipment is at the center of what we do and is often the key that unlocks the unrealized potential of our participants.

"The Adaptive Sports program at Crested Butte is the best in the Rockies. Everyone there is awesome, and the facilities are wonderful." ~ ASC Participant 1/8/2022

All of the above is out of this world fantastic and it requires significant funding, which brings us back to the tradition of the CB Open, of having a great time for a great cause. The success of this event assures life-changing advocacy, adventure equity and opportunities of the highest quality for our well-deserving participants and their families.

With tons of gratitude and a huge thank you from everyone at the ASC,

Christopher J Read, CTRS
Program Director / Acting Executive Director

SPONSORSHIP OPPORTUNITIES

SPONSOR THE GALA, GOLF OR BOTH!



The Crested Butte Open, our major annual fundraising event, 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.

We have designed sponsorship opportunities 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 continue our life-changing experiences. Thank you for your consideration in being a big part of our 35 years of growth, success and positive impact on countless lives.



BENEFITS OF SPONSORSHIP

- Exclusive early access to purchasing 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
- Network with your clients and contacts

For additional information contact:
Lee Berglund, Development Manager
(970) 349-2296 x105 or lee@adaptivesports.org

SPONSORSHIP OVERVIEW

Sponsor the Gala or Golf – or both! Being a sponsor provides you with exclusive early access to purchasing a table, seats, or golf team for this event that sells out annually. See page 14 for tax benefit information.

ALL EVENTS

PRESENTING SPONSOR \$50,000

Can provide a week-long summer & winter camp for teenage burn survivors. As the Presenting Sponsor, receive maximum recognition at all events (Gala, Golf, and Sponsor Party).

SPONSOR PARTY

NEW! SPONSOR PARTY HOST \$7,500

Can provide five days of activities for two cancer survivors.

GALA SPONSORSHIPS

GALA \$30,000

Can provide scholarships for visually-impaired/blind programming.

DINNER \$15,000

Can provide annual instructor training, certifications, and clinics.

AUCTION \$10,000

Can provide summer scholarships for local community participants.

BAR \$7,500

Can provide an update to our Salomon adult ski fleet.

TWO-STEP \$5,500

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

ENTERTAINMENT \$4,500

Can provide two Nordic sit-skis.

SAFE RIDE \$3,500

Can provide updates to our outdoor clothing used by participants.

TABLE \$2,500

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

WELCOME \$1,000

Can provide new volunteer bibs.

GOLF SPONSORSHIPS

TOURNAMENT \$15,000

Can provide a week-long military group program for six veterans.

PLAY-IT-FORWARD \$7,500

Can provide two adaptive cycles with fat tires.

GOLF CART \$3,500

Can provide climbing gear updates.

TEAM \$1,500

Can provide new mountain bike helmets.

HOLE \$1,000

Can provide updates to our ski and bike tuning tools.

EXCLUSIVE! SOLD OUT FOR 2022!

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 or family retreat for up to 12 people, facilitated by the Adaptive Sports Center.

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



For additional information contact:
Lee Berglund, Development Manager
(970) 349-2296 x105 or lee@adaptivesports.org

GALA SPONSORSHIPS

	EXCLUSIVE- GALA + GOLF! PRESENTING \$50,000	GALA \$30,000	DINNER \$15,000	AUCTION \$10,000	BAR \$7,500	TWO-STEP \$5,500	ENTERTAINMENT \$4,500	SAFE RIDE \$3,500	TABLE \$2,500	WELCOME \$1,000	NEW! SPONSOR PARTY \$7,500
BENEFITS											
Tables at Gala (8 seats per table)	2	1	1	1	1	1	1	1	1	Early access to tickets*	1
Sponsor party (Aug 6)	★	★	★	★	★	★	★	★	★	★	★
VIP seating and car service	★	★	★	★							
Logo on sponsor gift	★										★
Custom corporate 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	1/4 page	Name listed	Name listed	1/2 page
Event banners & signage	Exclusive (all)	Premium	Premium	Premium	Deluxe	Deluxe	Deluxe	Standard	Standard	Standard	At KWB
Photo opportunity	★	★	★	★	★						★
Live recognition during event	★	★	★	★							
Logo on CBO hat & gift bag	★										
Speaking opportunity	★										★
PRE/POST-EVENT MARKETING											
ASC website	★	★	★	★	★	★	★	★	★	★	★
ASC Annual Report (Sept)	★	★	★	★	★	★	★	★	★	★	★
Print ads—post event “thank you” ad	★	★	★	★	★	★	★	★	★	★	★
Email footer	★	★	★	★							
Auction site	★	★	★	★							
Print ads—pre event	★	★									
Tax deductible value	\$42,800	\$28,800	\$13,800	\$8,800	\$6,300	\$4,300	\$3,300	\$2,300	\$1,300	\$1,000	\$6,300

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 \$350

GOLF SPONSORSHIPS

	EXCLUSIVE - GALA + GOLF! PRESENTING CONT. FROM GALA	EXCLUSIVE TOURNAMENT \$15,000	PLAY-IT-FORWARD \$7,500	GOLF CART \$3,500	TEAM \$1,500	HOLE \$1,000
BENEFITS						
Golf tournament teams (foursome)	2	2	2	1	1	0
Sponsor Party (Aug 6)	★	★	★	★	★	★
Early access to buy 2 Gala tickets for \$350	★	★	★	★	★	★
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	Clubhouse	Golf carts	Table signs	One hole sign
Ad in program & auction catalog	Full-page	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 annual report (Sept)	★	★	★	★	★	★
Print ads—post event “thank you” ad	★	★	★	★	★	★
Print ads—pre events ads	★	★				
Email blasts (logo in footer)	★	★				
Tax deductible value	See Gala, pg 10	\$11,800	\$5,500	\$2,500	\$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

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 donation by that amount.

- Two-day Corporate or Family Retreat \$2,800
- One Gala Table (VIP or otherwise) \$1,200
- One Golf Team (foursome) \$1,000

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 contact:
Lee Berglund, Development Manager
(970) 349-2296 x105 or lee@adaptivesports.org





ADAPTIVE SPORTS CENTER

For additional information contact:
Lee Berglund, Development Manager
(970) 349-2296 x105 or lee@adaptivesports.org