MEREDITH & KYLE BEBEE

July 29 - August 2

KATY & KYLE MILLER FAMILY FOUNDATION

CAROLYN & DAVID MILLER

VIRTUAL GALA & AUCTION Crested Butte Open Sponsorship Impact

staff, a fantastic facility and cutting-edge equipment. Our big funding source for all of this is the CBO. This year however, we are facing a truly unprecedented situation that is affecting our country and the entire Gunnison Valley. The global coronavirus pandemic has been felt by our participants, staff and the community, and there are still many unknowns. Due to the many restrictions that are in place, we have decided to make the 25th Annual Crested Butte Open a virtual event to be held online. Unfortunately, the decision has been made to cancel our golf tournament. While we are heartbroken that we cannot gather together

For 25 years, the Crested Butte Open (CBO) has become the premier fundraising event in the valley. The funding that the CBO has generated has enabled the ASC to grow into one of the premier adaptive sports organizations in the world. We have a phenomenal

in the Lacy Arena and on the greens of the Club at Crested Butte, we are hard at work to ensure that our virtual event will be entertaining and successful in continuing to support the mission of the Adaptive Sports Center. Last winter, we were on pace to have our busiest season ever, and the new Kelsey Wright Building handled the increased activity load with ease. A big reason for taking on such a monumental building project was to provide a better experience and enable us to serve more people. Last year alone, we provided 5,919 activities to 1,116 participants with disabilities including skiing, mountain biking, rock climbing and much more. But with our increased activities comes an increased need to offset programming costs, and scholarship expenses for those who cannot otherwise afford our services. That is where the CBO comes into play.

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 ASC. With the shift to a virtual event, we will see many differences from previous years. But one thing remains, and that is the commitment our donors and sponsors have for the mission of the ASC. Inside these pages are sponsorship opportunities designed for a variety of interests and budgets. It 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. Now more than ever, 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 sponsoring the Adaptive Sports Center and being a big part of our 33 years of growth, success and positively impacting countless people's lives.

Christopher K. Hensley **Executive Director**

Help support our mission, and the ASC community. Join the Adaptive Sports Center community by becoming a sponsor of the virtual 2020 Crested Butte Open - the Gunnison

Our programs help our participants experience the healing power of nature, gain confidence in themselves, and explore the outdoor world around them. With your support of the virtual CBO, the impact will be felt by our entire ASC community.

Valley's premier charity event. Due to COVID-19, and the uncertainties that have come along with it, we have decided to move this year's event to your home so you can enjoy it with friends and family.

Here's what you can expect at this year's virtual event: The Auction: This year's auction will start online on Wednesday, July 29th and will end during the Crested Butte Open Virtual

Pre-Event Kickoff: The CBO livestream Sunday, August 2nd will start at 6:30 p.m. MDT. We will start the night off by providing details about the CBO virtual gala and how you can help support the ASC. We'll also have staff on-hand via telephone to assist you with any technical questions.

Live Virtual Gala: The live virtual gala will start at 7:30 p.m. MDT on Sunday, August 2nd. During the event you'll be able to place bids on auction items, make a donation during the special appeal and watch the CBO video which will highlight the impact of our mission.

Gala on the night of Sunday, August 2nd, giving everyone an opportunity to bid on their favorite items.

Watch Party Dinner Package: Each sponsor will also have the opportunity to receive a Watch Party Dinner Package for up to eight people. For attendees residing in the Crested Butte-Gunnison area, you'll receive a catered dinner from Marchitelli's Gourmet Noodle delivered to your home along with essentials for your gathering. For attendees outside of this area, you'll receive recipe cards to help you cook a delicious meal that your group will enjoy, a cocktail recipe card from local mixologist

Eliot Tilton of The Divvy and essentials for your gathering. Non-tax deductible amounts are \$250 for the watch party package and \$400 for the catered dinner. Please be advised that there will be no golf tournament this year..

Click on sponsorship name for more details **GALA SPONSORSHIPS**

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Dinner Sponsor - \$15,000 Auction Sponsor - \$10,000

Gala Sponsor - \$30,000

Pre-Event Kickoff Sponsor - \$5,500

Watch Party Sponsor - \$2,200

Band Sponsor - \$7,500

Welcome Sponsor - \$1,000



Other Benefits Include: Targeted Social Media Marketing, Community Involvement, Local Media Exposure and Tax Deduction

VIRTUAL GALA DINNER

5,919

Participant

Activities

SUNDAY, AUGUST 2

2,794

Activities*

3,125

Summer

Activities

1,116

Unique

Participants |



Virtual Dinner Sponsor - \$15,000 (Equal to two new Reactive Adaptive Stingers w/ Fat Tire option)

marketing leading up to and throughout the virtual gala.

• Watch party dinner package for up to eight people.

• Logo placement on a minimum of 10 auction emails.

• Feature article in one Crested Butte Open e-mail blast. • Mention during the Crested Butte Open Virtual Gala.

one time leading up to the virtual event.

marketing connected to the Virtual Auction.

technical support team and more!

 Recognition in auction catalog. • Mention during Pre-Event Kick-Off.

• Watch party dinner package for up to eight people.

• Logo placement on a minimum of 10 auction emails.

• Watch party dinner package for up to eight people. • Logo placement on the Adaptive Sports Center website.

• Recognition in auction catalog.

Sponsor the Crested Butte Open Gala Virtual Gala Dinner. The Virtual Dinner Sponsor will receive extensive

• Opportunity for a 30 second video (produced by the sponsor) to air on ASC social media channels a minimum of

Virtual Auction Sponsor - \$10,000 (Equal to the cost of covering our internship program)

Sponsor the Crested Butte Open Virtual Gala Auction. The Virtual Auction Sponsor will receive extensive

 Recognition in auction catalog. • Mention during the Crested Butte Open Virtual Gala. • Minimum of two exclusive social media posts recognizing sponsor support.

Minimum of one exclusive social media post recognizing sponsor support.

• Logo placement on auction website and on the Adaptive Sports Center website.

• Logo placement on auction website and on the Adaptive Sports Center website.

• Minimum of two exclusive social media posts recognizing sponsor support.

Pre-Event Kickoff Sponsor - \$5,500 (Equal to the cost of an Enabling Tech mono ski)

Sponsor the Crested Butte Open Virtual Pre-Event Kick-Off. Beginning 60 minutes before the virtual gala, attendees can stream music, gather information about that night's event, receive assistance from the ASC

• Watch party dinner package for up to eight people. • Logo placement on the Adaptive Sports Center website. • Recognition in auction catalog. • Mention during Pre-Event Kick-Off.

dinner recipes along with other essentials for your gathering.

Watch Party Sponsor - \$2,200 (Equal to a new Snowboard Rider Bar)

Bring the gala to your home by hosting your own Crested Butte Open Virtual Gala Watch Party. For attendees residing in the Crested Butte-Gunnison area, you'll receive a catered dinner delivered to your home along with essentials for your gathering. For virtual attendees outside of this area, you'll receive

Welcome Sponsor - \$1,000 (Equal to new volunteer bibs for the winter season)

Crested Butte

• Ability to purchase a watch party dinner package for up to eight people.

• Logo placement on the Adaptive Sports Center website.

• Recognition in auction catalog. • Mention during Pre-Event Kick-Off.

CONSTRUCTION COMPAN'





ADAPTIVE SPORTS CENTER CRESTED BUTTE, COLORADO 33 YEARS OF ADVENTURE

Serving people with a wide range of disabilities, including spinal cord injuries, amputations, cerebral palsy, visual and hearing impairments, learning disabilities, multiple sclerosis, attention deficit disorder, autism and Down syndrome.

94 percent of participants say the ASC has increased their overall self-confidence.

SCHEDULE OF EVENTS

Wednesday, July 29:

Online Auction Opens at

www.adaptivesports.org

Sunday, August 2 at 6:30 p.m. MDT:

Pre-Event Kickoff

Watch live at adaptivesports.org

Sunday, August 2 at 7:30 p.m. MDT:

95 percent of participants say the ASC has taught them new skills that will transfer into other aspects of their lives.

To become a Crested Butte Open sponsor please fill out the sponsor registration card, or contact: Emily Girdwood, Events & Development Manager

> Phone: (970) 349-2296 X104 Email: emily@adaptivesports.org P.O. Box 1639, Crested Butte, CO 81224

WWW.ADAPTIVESPORTS.ORG

HOW TO BECOME A CRESTED BUTTE OPEN **SPONSOR**