



2020 BLACK TIE & GET OUTSIDE

Sponsorship Opportunities

Your sponsorship of Black Tie & Get Outside 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 in the process. It represents challenge, adventure, and realizing what we are truly capable of.

PRESENTING SPONSOR

\$20,000 EXCLUSIVE

Make it happen!

- Exclusive naming rights for the event ([Your company name] presents Black Tie & Get Outside)
- Co-branding on all pre-event communications: save the date, digital Trail Kit, linked logo on COBS's website and Facebook page, event boilerplate, newsletter feature
- Exclusive naming rights and logo inclusion on sponsor bar in all community emails through campaign close
- Logo inclusion and link in digital Trail Kit distributed to all donors
- Two exclusive social media posts shared to COBS's Facebook and Instagram (approximately 8,500 followers)
- Overnight Outward Bound Professional team-building opportunity for up to 10 staff members

OR

- Sponsor a student group to attend course through our scholarship program

Tuition for 30 scholarship students to experience the wilderness for the first time costs \$20,000.

TRAIL KIT SPONSOR

\$15,000 EXCLUSIVE

Give hundreds the gift of adventure and community, from afar.

- Exclusive opportunity to present our Trail Kit, digital engagement tool sent twice to all Black Tie & Get Outside donors (approximately 400 donors). Includes suggested activities and hikes, outdoor-themed recipes and more.
- Exclusive cover feature and full-page ad in digital Trail Kit publication. Includes logo and link to your website
- Logo inclusion on sponsor bar in all COBS community emails through campaign close
- Special "COBS's Favorite Things" gift basket
- Sponsor a student group to attend course through our scholarship program

Powering the plan behind half of COBS's field staff training, keeping us on the leading edge of the industry, costs \$15,000.

SUMMIT SPONSOR

\$10,000

Put the "Get Outside" in "Black Tie & Get Outside".

- Prominent branding on all pre-event collateral: save the date, linked logo on COBS's website and Facebook page, event boilerplate, newsletter feature
- Logo inclusion on sponsor bar in all community emails through campaign close
- Logo inclusion and link in digital Trail Kit distributed to all donors
- Exclusive sponsorship for a section of the digital Trail Kit. Includes suggested activities and hikes, outdoor-themed recipes and more
- Special "COBS's Favorite Things" gift basket

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



WEEKLY CAMPAIGN SPONSOR

\$6,000 Only FIVE available

Lead the way as leader of the day (or week). Exclusive sponsorship for one full week of content.

- Present a full week of COBS content for Black Tie & Get Outside
- Prominent branding on all content for the week: email blasts, social media posts, newsletters
- Share your impact. Exclusive email spotlight to tell your organization's story: why you support COBS and the outdoors, other ways you and your employees are giving back in the community, etc.
- Logo inclusion in digital Trail Kit distributed to all donors
- One exclusive social media post shared to COBS's Facebook and Instagram (approximately 8,500 followers)
- Each week has a different theme – choice of week is on a first-come, first-serve basis.

Warm layers and fuzzy fleece for 70 scholarship students costs \$6,000.

COMMUNITY SPONSOR

\$3,000 and up

Launch a ripple effect. Bolster our collective matching fund for all the amazing donors supporting COBS through Black Tie & Get Outside.

- Contribute to COBS's community matching fund. Our goal is to raise \$50,000 to match what our community contributes. Together, our impact will be \$100,000 to support our students and our mission.
- Expand your impact and encourage others to give by matching our donors
- Name recognition on COBS's Black Tie & Get Outside webpage
- Name mention in digital Trail Kit
- One exclusive social media post shared to COBS's Facebook and Instagram (approximately 8,500 followers)

Epi and pens and first aid supplies for 12 courses costs \$3,000.

TABLE CAPTAIN

\$3,000 and up

The biggest table you've ever hosted. Be part of a ripple effect as a member of our Host Committee. Leverage your contribution with your peers near and far as a matching fund.

- Host your own virtual "table" by encouraging your network to donate in support of Black Tie & Get Outside. The best part? No seat limits!
- Individual fundraising page with support and tools to share your story
- Access to COBS toolkit including email and social media templates for outreach, Trail Kit, photo and video content, etc.
- Name recognition on COBS's Black Tie & Get Outside webpage as part of Host Committee
- Name mention in digital Trail Kit
- One social media post shared to COBS's Facebook and Instagram (approximately 8,500 followers)

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

About the Event

Support the Colorado Outward Bound School from the comfort of your own home or your favorite local trail or city park. Instead of coming together in person at a gala 350 strong, we are hosting a virtual giving campaign to support our students and the school and ripple the effect even further.

This is your time to get some fresh air, make a difference, and, most importantly, encourage others to do the same. Our supporters are the lynchpin of serving students, especially those in Colorado who need it most. Your brand shows its commitment to transforming the lives of young people in Colorado and beyond. Thank you!

You Make the Difference

The Colorado Outward Bound School is an educational nonprofit, founded in 1962. We are the original Outward Bound School in the United States and are part of the national network of Outward Bound schools, governed locally here in Colorado.

It is our vision to build a more resilient and compassionate world, with more resilient and compassionate citizens. Thank you for helping us change more lives through challenge and discovery.

Black Tie & Get Outside

www.cobs.org/black-tie

August 24th – September 25th

303-676-8246

