

# 60<sup>TH</sup> ANNIVERSARY

1962 - 2022

## Celebration

presented by 

For 60 years, Colorado Outward Bound School (COBS) has pioneered experiential outdoor education. Every COBS course is designed to deliver transformative outdoor adventures and powerful life lessons. Students are challenged to step outside their comfort zones and discover resilience while exploring spectacular wild places.

The wilderness is a powerful classroom. Following the challenges of the past two years, our work is increasingly important to provide learning opportunities for youth and young adults beyond traditional classrooms. Our courses are uniquely positioned to address the needs of students coming out of the pandemic, from rebuilding social and emotional skills with their peers, experiencing the restorative power of nature, strengthening resilience to overcome obstacles on their path, and ultimately to creating compassionate community leaders. COBS is working to remove financial and societal barriers to ensure that all students can experience a life-changing COBS course.

### 60<sup>th</sup> Anniversary Celebration

In honor of COBS's 60th anniversary, our fall gala will look a little different this year. This year's event will be decidedly less 'gala,' and a lot more 'Outward Bound.' It will feature a 3-week long digital campaign that culminates in an in-person evening of celebration, stories from the field, food, drink, and live music.

The event at Chatfield Farms will focus on the most important part of COBS: the students. Featuring stories from the field, a live auction, opportunities to support scholarship students, and a bit of basecamp – this will not be your typical fundraiser. Make your mark on the lives of young people in our community and have fun along the way.

[COBS.ORG/60YEARS](https://cobs.org/60years)

Questions?

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photo Bethany Frakes | Núu-agma-ténu-pé (Ute) lands

### Reach

COBS annual fundraising event attracts a robust crowd. With 2022's hybrid event, we will reach COBS supporters across the nation and globe through a digital campaign. And folks that live a little closer to Denver will have the chance to join us for the in-person event at Chatfield Farms.

COBS's community of supporters believe in the restorative power of nature. Many have been on a COBS course themselves. Others have had students in their lives come home from a COBS experience with a renewed sense of purpose. After 60 years of changing lives through challenge and discovery, we have a large community passionate about the outdoors.

### Benefits of Sponsorship

- Align your brand with Colorado Outward Bound School, the outdoor industry, and education partners
- Demonstrate your commitment to transforming the lives of young people in Denver and beyond
- Exposure for your organization through a variety of mediums:

-  250 in-person attendees
-  12,000 email subscribers
-  6,300 Facebook followers
-  3,000 Instagram followers

**DIGITAL FUNDRAISING CAMPAIGN**

Aug. 18 - Sep. 8

**IN-PERSON EVENT**

Sep. 8 | 5:30 PM - 9:00

Chatfield Farms

# SPONSORSHIP OPPORTUNITIES

## IN-PERSON EVENT

### Presenting

exclusive \$25,000

- Opportunity for remarks at event
- “Colorado Outward Bound School 60<sup>th</sup> Anniversary Celebration presented by...”
- Lead branding on all collateral: invitations, campaign emails, linked logo on COBS’s website, event boilerplate, newsletter feature
- Lead branding throughout in-person event: cover of event program, full page ad in event program and slideshow, signage opportunities
- Recognition in annual Impact Report
- Two exclusive social media posts shared to COBS’s Facebook and Instagram
- Two tables of 10 each with premier seating and branded tabletop signs

### Summit

\$12,000

- Special mention during event
- Exclusive branding for one event station; station preference will be offered on a first come, first served basis
- Prominent branding on all collateral: invitations, campaign emails, linked logo on COBS’s website, event boilerplate, newsletter feature
- Prominent branding throughout in-person event: full page ad in event program and slideshow, signage opportunities
- Recognition in annual Impact Report
- Table for 10 with premier seating and branded tabletop signs

### Expedition

\$6,000

- Name and logo on event collateral including website, campaign emails, and event slideshow
- Half page ad in program
- Recognition in annual Impact Report
- Table for 10 with branded tabletop signs

### Ascent

\$3,000

- Name in event program
- Recognition in annual Impact Report
- Table for 10 guests with named tabletop signs

## ONLINE CAMPAIGN

Be a part of the matching fund for the online fundraising campaign. Support COBS students and gain exposure for your brand.

### Ascent

\$3,000

- Name on peer-to-peer / digital collateral including website, campaign emails, event program
- Recognition in annual Impact Report

### Expedition

\$6,000

- Logo on peer-to-peer / digital collateral including website, campaign emails, event slideshow
- Half page ad in in-person event program
- Recognition in annual Impact Report

### Summit

\$12,000

- Special mention during in-person event
- Prominent branding on all peer-to-peer / digital collateral including campaign emails, linked logo on COBS’s website, event boilerplate, newsletter feature
- Prominent branding at in-person event: full page ad in event program and slideshow, signage opportunities
- Recognition in annual Impact Report