



*Sept. 29th*

# 2021 BLACK TIE & TENNIS SHOES GALA



For over 55 years, Colorado Outward Bound School (COBS) has delivered outdoor adventures. Every course is built to deliver adventure and powerful life lessons. On course, students step outside their comfort zones in spectacular wild places.

The wilderness is a powerful classroom. It is more and more important for youth and young adults to go beyond traditional classrooms. Outdoor experiences help them become better adults and community members. COBS is working to remove financial and societal barriers to these experiences. A life-changing COBS course should be available and welcoming to all.

## *Reach*

COBS and the Black Tie & Tennis Shoes Gala attract a robust crowd. With 2021's hybrid event, we will reach national, and international, COBS supporters with the digital campaign. And folks that might live a little closer to Denver with the in-person Mile High Station event.

During 2020's all-digital Black Tie & Get Outside, COBS supporters engaged a record number of people. The 2021 event will build on that momentum, engaging existing and new supporters through a peer-to-peer fundraising campaign.

## *Black Tie & Tennis Shoes Gala*

Black Tie & Tennis Shoes has never been a typical fundraiser. And this year is no different. It will feature a 3-week long digital campaign that culminates in an in-person evening of celebration, camaraderie, and, of course, comfortable footwear.

The evening under the lights at Mile High Station will focus on the most important part of COBS--the students. Featuring stories from the field, a silent and live auction, opportunities to support scholarship students, and much-needed time to catch up with friends. Make your mark on the lives of young people in our community and have fun along the way.

## *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

*6,000* Facebook followers

*11,300* email subscribers

*2,700* Instagram followers

*5,000* monthly website visitors

**COBS.ORG/BLACK-TIE**

Questions? 303-676-8246  
- or - [bmireley@cobs.org](mailto:bmireley@cobs.org)

# SPONSORSHIP OPPORTUNITIES

## Presenting SPONSOR

*exclusive*  
**\$25,000**

- Opportunity for remarks at in-person event
- Lead branding on all collateral: invitations, campaign emails, linked logo on COBS's website and Facebook page, event boilerplate, newsletter feature
- Lead branding throughout in-person event: co-branded program cover, full page ad in event program and slideshow, signage opportunities
- Two exclusive social media posts shared to COBS's Facebook and Instagram
- Premier seating, two tables for 8 guests (16 total)
- Outward Bound Professional team building opportunity for up to 10 staff members\*
- Named scholarship for student to attend course

## Summit SPONSOR

**\$10,000**

- Special mention during in-person event
- Prominent branding on all collateral: invitations, campaign emails, linked logo on COBS's website and Facebook page, event boilerplate, newsletter feature
- Prominent branding throughout in-person event: full page ad in event program and slideshow, signage opportunities
- Premier seating, table for 8 guests
- Named scholarship for student to attend course

## Expedition SPONSOR

**\$5,000**

- Name and logo on event collateral including website, campaign emails, and event slideshow
- Half page ad in program
- Table for 8 guests

## Purchase a Table

**\$3,000**

Table for 8 guests plus your name in the program

## Matching Fund SPONSOR

*exclusive*  
**\$50,000**

- **Underwrite COBS's community matching fund!** Our goal is to raise \$50,000 to match what our community contributes during the 3-week peer-to-peer campaign. Together, our impact will be \$100,000 to support our students and our mission.
- Prominent branding on all peer-to-peer campaign materials: campaign emails, linked logo on COBS's website and Facebook page, event boilerplate, newsletter feature
- Two exclusive social media posts shared to COBS's Facebook and Instagram (approximately 8,500 followers)
- Special mention during in-person event
- Prominent branding throughout the in-person event: full page ad in event program and slideshow
- Outward Bound Professional team building opportunity for up to 10 staff members\*
- Named scholarship for student to attend course

## PEER-TO-PEER FUNDRAISING CAMPAIGN

Sep. 8 - 29

Start a fundraising team online at [bit.ly/2021BlackTie](http://bit.ly/2021BlackTie)

## MILE HIGH STATION EVENT

Sep. 29 | 5:30 PM - 8:00

Limited individual tickets available at [cobs.org/black-tie](http://cobs.org/black-tie)

\* Outward Bound Professional team building opportunities must be scheduled in coordination with COBS staff. A date must be agreed upon no later than Feb. 1, 2022, to allow for staffing. For more information, contact [jdavis@cobs.org](mailto:jdavis@cobs.org)