



11TH ANNUAL  
**FIRST DESCENTS BALL**

APRIL 1, 2017

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*Join us in our backyard to celebrate the nationwide reach of First Descents and our ever-growing adventure community.*

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THE RITZ-CARLTON  
BACHELOR GULCH, COLORADO



# EVENT OVERVIEW

The Backyard Ball will celebrate those who passionately support the organization. This April, we will come together to celebrate First Descents' nationwide reach, the impact of Tribes in everyone's 'backyard', and the power of the First Descents Family. Our 11th Annual event will be a new experience even for those who have attended in the past. We're all about new experience and want to keep them on their toes, literally! Don't forget your dancing shoes, a generous spirit and as always for the First Descents Ball, a hat!

## CUISINE DRINK ENTERTAINMENT

Complimentary cocktails, wine, and beer  
all night long

A delicious three-course meal

Exciting live auction travel packages

New musical groups







## WHY YOUNG ADULTS?

Each year, nearly 70,000 young adults (age 15 - 39) are diagnosed with cancer in the U.S. alone.\* Young adults are caught at a pivotal point in their lives, a time when some of the most important decisions are made that will guide their personal and professional futures. FD programs empower our participants to reclaim control of their lives after their diagnosis, and engage with a community of other incredible young adults who are Out Living It everyday.

FIRST DESCENTS

First Descents provides life-changing outdoor adventures for young adults (18-39) impacted by cancer.



# SPONSORSHIP LEVELS

## PRESENTING SPONSOR \$50,000

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For the first time ever we are offering an exclusive Presenting Sponsorship level and naming opportunity for the Ball. Support at this level aligns your brand with the healing power of adventure and will help First Descents meet its ambitious program goals for the year ahead.

- Ability to use the sponsor name in all marketing materials and event materials as “First Descents 11th Annual Ball Presented By...”
- 2 tables of 10 for dinner
- One full-page advertisement in the event program
- Customized brand integration into one of the evening’s elements, to be discussed
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- Company name and logo displayed on tables
- One First Descents camp will be named in your honor— banner at camp, recognized on FD website and noted in all media pieces where camp names are displayed
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels
- *\$41,000 Tax Deductible*

## APEX SPONSOR \$25,000

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- 2 tables of 10 for dinner
- One full-page advertisement in the event program
- Customized brand integration into one of the evening’s elements, to be discussed
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- Company name and logo displayed on tables
- One First Descents camp will be named in your honor— banner at camp, recognized on FD website and noted in all media pieces where camp names are displayed
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels
- *\$16,000 Tax Deductible*

## SUMMIT GOLD SPONSOR \$15,000

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- 2 tables of 10 for dinner
- One full-page advertisement in the event program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- Company name and logo displayed on tables
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels
- *\$6,000 Tax Deductible*

## SILVER TIDE SPONSOR \$10,000

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- One table of 10 for dinner
- One full-page advertisement in the event program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- Company name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels
- *\$5,500 Tax Deductible*



# SPONSORSHIP LEVELS

## W<sup>H</sup>IT<sup>E</sup>W<sup>A</sup>T<sup>E</sup>R B<sup>R</sup>ON<sup>Z</sup>E S<sup>P</sup>ONS<sup>O</sup>R \$7,500

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- One table of 10 for dinner
- One full-page advertisement in the event program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- Recognition in First Descents Annual Report
- *\$3,000 Tax Deductible*

## R<sup>E</sup>D<sup>P</sup>O<sup>I</sup>N<sup>T</sup> S<sup>P</sup>ONS<sup>O</sup>R \$3,000

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- 4 tickets to the event
- One half-page ad in the event program
- Live MC mention at the event
- Name and logo displayed on table
- Recognition in First Descents Annual Report
- *\$1,200 Tax Deductible*

## C<sup>O</sup>P<sup>P</sup>E<sup>R</sup> R<sup>I</sup>V<sup>E</sup>R S<sup>P</sup>ONS<sup>O</sup>R \$4,500

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- 6 tickets to the event
- One half-page advertisement in the event program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- Recognition in First Descents Annual Report
- *\$1,800 Tax Deductible*

## A<sup>S</sup>C<sup>E</sup>N<sup>T</sup> S<sup>P</sup>ONS<sup>O</sup>R \$1,500

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- 2 tickets to the event
- Live MC mention at the event
- Name and logo displayed on table
- Recognition in First Descents Annual Report
- *\$600 Tax Deductible*



# COMMUNITY IMPACT

LEILANI, FD ALUM

*My cancer and my past may have shaped who I am, but I am neither my past nor my cancer. I am whoever I want to be on the river, and I can take this wave and keep Out Living It on and off the water.*

*This whole experience has shown me that this busted up body which has betrayed me over and over is still incredibly capable of doing things I never thought possible. Kayaking and Out Living It has seriously boosted my self confidence and has instilled in me the boldness to try things I thought were so far from my grasp.*

*-Morning, FD Alum*

*FD and whitewater kayaking gave me my life back. My no longer athletic body felt strong again. I wasn't alone in my diagnosis anymore. I realized that when I pushed myself out of my comfort zone that beautiful things happened. I found my cancer family. I found home.*

*-FD Alum*



## CONTACT

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