

THE

FIRST

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MARCH 29, 2014

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*The Ritz-Carlton | Bachelor Gulch, Colorado*

DESCENTS

BALL



## EVENT OVERVIEW

You know the First Descents Ball as one of the best events of the year. This March, we plan to offer an event that celebrates the WHY. Why we wear hats, why we get nicknames, and why so many incredible individuals come together to change the lives of young adults fighting a disease that has affected us all. Why you, why us, why FD. So be yourself but fancier + a hat, dancing shoes, and a generous spirit. The party begins promptly at 5:00 p.m.

## CUISINE, DRINK & ENTERTAINMENT

- » A delectable dinner so savory, you'll wonder how the evening can get better. But it does.
- » Your favorite complimentary cocktails, wine, and beer.
- » The famous First Descents silent and live auctions featuring items that will have you upping the ante and vying for top bids.
- » An excellent reason to rock out with the incredible FD family: *Funkiphino*.

## WHAT IS FIRST DESCENTS?

First Descents is a Denver-based nonprofit organization that provides free outdoor adventure programs to young adult cancer fighters and survivors. Our programs are designed to empower participants to climb, paddle and surf beyond their diagnosis, defy their cancer, reclaim their lives and connect with others doing the same. By facing their fears through legitimate outdoor challenge, young adults are able to regain confidence and self-efficacy that cancer stole. An FD experience is unique, and allows healing to happen naturally and organically—no forced conversations or group therapy. Because seriously, that would be really boring.

## WHY FD MATTERS:

Nearly 70,000 young adults ages 15-39 are diagnosed with cancer in the U.S. each year, a number that has not changed since the mid-1970s. First Descents programs are proven to increase body-image, self-compassion, and self-esteem, while providing relief for depression, fatigue, general psychological distress and memory loss. Our programs are truly therapeutic to our participants, but therapy has never looked quite like this.



"Braveheart" giving it in the Brooks Range. Alaska.  
Tony Czech

*1 young adult is diagnosed with cancer every*

**8**

*minutes*

**1 in 1000**

*in*

*college students is a cancer survivor*

*In 2013, First Descents provided:*

**550**

*participants*

**40**

*programs*

*Current wait list:*

**1,000**

"Snake Eyes" gearing up to make a first ascent during his First Descents Moab experience. Utah. | Tony Czech

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# SPONSORSHIP LEVELS

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## WHY JOIN US?

Your brand is meaningful. Share that meaning with more than 400 adventurous, affluent, philanthropic guests from Denver, the Vail Valley and across the country. This event is truly unique—the people you are directly impacting will be sitting and dancing right next to you, and your monetary donation will feel anything but monetary.

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### SOURCE-TO-SEA PRESENTING SPONSOR: \$25,000 - Funds 1 FD Program

Source to Sea is the ultimate First Descent where a kayaker hikes to the head waters and paddles to where the river meets the sea.

- Customized brand integration into one of the evening's elements, to be discussed
- 1 full-page advertisement in the evening's program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- 2 tables of 10 for dinner
- Company name and logo displayed on tables
- 1 First Descents program will be named in your honor—recognized on FD website and with a framed group program photo
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels

### SUMMIT GOLD SPONSOR: \$15,000 - Funds 15 Participants

Reaching the summit of a mountain is an amazing feat. A great view, a breath of fresh air, a new perspective.

- 1 full-page advertisement in the evening's program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- 2 tables of 10 for dinner
- Company name and logo displayed on tables
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels

### HANG 10 SILVER SPONSOR: \$10,000 - Funds 1 FDi Program

The Hang 10 is a surfing maneuver that is considered one of the most impressive and iconic stunts performed on a surfboard.

- 1 full-page advertisement in the evening's program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- 1 table of 10 for dinner
- Company name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels

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*Impact:*

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**“Here at camp, people with cancer are the majority and people without cancer are the minority. Where else does that happen?”**

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# SPONSORSHIP LEVELS

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WHITEWATER BRONZE SPONSOR: \$5,000 - Funds 1 FD Tributary Outing

Whitewater is what all kayakers are looking for: the white-blue color at the apex of a wave representing rapids.

- 1 half-page advertisement in the evening's program
- Prominent signage and your logo on all overhead screens throughout the event
- Live MC mention at the event
- 1 table of 10 for dinner
- Name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report

RED POINT TABLE SPONSOR: \$2,500 - Funds 5 Travel Scholarships

The Red Point is a climbing term marking a clean ascent up the rock without weighing on the rope or gear.

- Mention in the evening's program
- Live MC mention at the event
- 1 table for 10 for dinner
- Name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report

DUCK DIVE GUEST SPONSOR: \$1,000 - Funds 1 FD Participant

A duck dive is a skilled move that helps a surfer save energy while making it out beyond the break.

- Mention in the evening's program
- Live MC mention at the event
- Tickets for 5 guests to attend the Ball
- Name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report

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*Impact:*

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**“Once again I want to thank you for establishing such a great organization. It has truly helped me and it has opened my eyes to a new world. Never would I have imagined surfing or climbing and kayaking. The First Descents experience has served as a catalyst to new pursuits in my life and opportunities that I would have never imagined possible.”**

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# THANK YOU

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In 2013, First Descents events were sponsored by the following companies, hospitals, foundations, and individuals. Add your name to the list and join us as a sponsor of the 2014 FD Ball today!

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American Harvest  
Joel Appel  
Bank of America  
Beall Manley LLC  
The Behr Team  
Club W  
Englewood Mortgage  
First American Title  
First Bank  
Mike Fries  
Genentech  
Land Title Guarantee Company  
Nancy Lazkani & Icon Media Direct  
Location3 Marketing  
McWhinney  
Millennium Pharmaceuticals  
Morphotek  
The Precourt Foundation  
Brad & Kammi Reiss  
The Ritz-Carlton, Bachelor Gulch  
Rocky Mountain Cancer Centers  
Sage Hospitality  
Serius  
Spring 44 Distillery  
Upslope Brewing Company  
John Woodward  
Seth Wong & Industrial Labs

"Sarge" saluting another amazing day near Santa Barbara, California. | Tony Czech


THIS IS OUR MANIFESTO. **WE**

**WE ARE A TRIBE.** A COLLECTIVE. A TEAM. **AND A FAMILY** BROUGHT TOGETHER FOR THE MOST DESPICABLE REASON, THE UGLIEST IMPACT: CANCER.

**BUT**

WE STAND AND PADDLE AND SURF AND CLIMB AND THRIVE TOGETHER NOW NOT BECAUSE OF CANCER, **BUT BECAUSE OF FIRST DESCENTS.**

**CANCER CAN COME A-KNOCKIN' ALL IT WANTS.** IT CAN YELL AND SCREAM AND THROW FITS AND TAKE LIMBS AND MEMORIES. SHAKE ITS CATHETERS AND CHEMO IN OUR FACES. **BUT IN THIS FAMILY, IT'LL GET NOWHERE.**



BECAUSE THE ROAR OF THE RIVER, THE SILENCE OF THE SUMMIT, THE CLASH OF THE SURF AND **THE WAR CRIES OF THIS TRIBE WILL ALWAYS WIN.**

WE ARE FIRST DESCENTS.  
WE ARE **#OUTLIVINGIT.**