



FIRST[®]
DESCENTS

out living it

2015 FIRST DESCENTS BALL

EVENT INFORMATION and SPONSORSHIP OPPORTUNITIES

TO BENEFIT FIRST DESCENTS

EVENT OVERVIEW

The Ball is First Descents' annual event that celebrates those who passionately support the organization. This March, we will come together to celebrate Adventure: the power of venturing into the unknown and the transformation that takes place when we leave our comfort zone behind. Please join us for a night of surprises and entertainment. Don't forget to bring a hat, dancing shoes, and a generous spirit. The party begins promptly at 6:00 p.m.

CUISINE, DRINK, and ENTERTAINMENT

Complimentary cocktails, wine, and beer all night long
A delicious three-course meal
Exciting live and silent auction packages
Surprise live entertainment and dancing late into the night

WHAT IS FIRST DESCENTS?

First Descents is a nonprofit that provides life-changing outdoor adventure programs to young adults impacted by cancer. 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 outdoor challenge, young adults are able to regain the confidence and self-efficacy that cancer stole. An FD experience is unique, and allows healing to happen naturally and organically.

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. 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. The FD programs serve as a catalyst to 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.

*National Cancer Institute at the National Institutes of Health



SPONSORSHIP PACKAGES



Source-to-Sea: Presenting Sponsor: \$25,000

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

- 2 tables of 10 for dinner
- 1 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
- 1 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



Summit Gold Sponsor: \$15,000

Reaching the summit of a mountain is an amazing feat. The most notable summit achievement is reaching the highest point on all seven continents.

- 2 tables of 10 for dinner
- 1 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



Hang 10 Silver Sponsor: \$10,000

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

- 1 table of 10 for dinner
- 1 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



SPONSORSHIP PACKAGES

Dyno Table Sponsor: \$7,500

A dyno is a dynamic move where a rock climber jumps to a different hold that would otherwise be out of reach.

- 1 table of 10 for dinner
- 1 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
- 1 table of 10 for dinner
- Name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels



Whitewater Bronze Table Sponsor: \$5,000 Funds One FD Tributary Location

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

- 1 table of 10 for dinner
- 1 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
- Name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels

Red Point Sponsor: \$2,500

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

- 1 full-page ad in the event program
- 4 tickets to the event
- Live MC mention at the eventName and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels



Combat Roll Sponsor: \$1,000

A combat roll is when a kayaker rolls him or herself up when knocked over in whitewater.

- 1 half-page ad in the event program
- 2 tickets to the event
- Live MC mention at the event
- Name and logo displayed on table
- Recognition on FirstDescents.org, recognition in First Descents Annual Report, mention on social media channels

Duck Dive Sponsor: \$500

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

- 1 half-page ad in the event program



COMMUNITY IMPACT

First Descents has served over two thousand young adults since its inception in 2001. Here are some testimonials on the impact of our programming.

“I don’t know of any other group of people who get to have such an awesome experience available to them and I feel so privileged and blessed to be part of FD.”

“While this sounds completely insane, knowing what I know now about FD, if three years ago someone gave me the choice between 1. cancer, treatment, and FD or 2. continue with my life as is and never be introduced to FD, I’d hands down choose option 1.”

“FD was the quintessential experience. I have been having problems becoming comfortable in my new cancer body. My week in FD gave me the chance to know that I can still do whatever I put my mind too. The people there have given a new meaning to friendship and to caring.”

“Being blind [from cancer] has created a huge void in my life. That’s why First Descents is so awesome. Just to be given that opportunity to get back into sports, it was surreal. I was finally an athlete again.”

First Descents is proud that our 2014 events were sponsored by the following companies, foundations, hospitals, and individuals. Add your name to the list and join us as a sponsor of the 9th Annual FD Ball today!

Abigail-Elise Interiors
Bob Allison
American Harvest
Joel Appel
Bank of America
Beall Manley LLC
The Behr Team
Cancer Treatment Centers of America
Club W
Dark Horse Winery
Distillery 291
Brady & Kristen Dolsen
Englewood Mortgage
First Bank
Genentech
Land Title Guarantee Company
The Ludden Family
Nancy Lazkani & Icon Media Direct
McWhinney
Millennium Pharmaceuticals
Morgan Newman & Kayti Sullivan
PepPod
The Ritz-Carlton, Bachelor Gulch
Rocky Mountain Cancer Centers
Sage Hospitality
Rob Schuham
Rochelle Shoretz
Marc & Carol Slatkoff
Spring 44 Distillery
Staropramen
Upslope Brewing Company
Wacky Warriors
Wilson Dow
John Woodward

CONTACT:

Ryan O'Donoghue, Executive Director
303.800.6821 (direct)
www.firstdescents.org
Ryan.ODonoghue@FirstDescents.org

Sarah Hubbard, Director of Marketing
303.847.0312 (direct)
www.firstdescents.org
Sarah.Hubbard@FirstDescents.org