



10th ANNUAL

# FIRST DESCENTS BALL

CELEBRATING 15 YEARS OF OUT LIVING IT

SATURDAY, MARCH 19, 2016  
THE RITZ-CARLTON  
BACHELOR GULCH, COLORADO

# 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 the 15th Anniversary of the organization and for our birthday, we are certainly raising the bar.

Our 10th Annual event will be a new experience for even those who have attended in the past. We aim to always engage with our guests in new ways and 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!

---

BE FEARLESS IN THE PURSUIT OF WHAT SETS YOUR SOUL ON FIRE.



## NEW THIS YEAR



### FEATURED ENTERTAINMENT: COMEDIC ACTRESS TIG NOTARO

*We are thrilled to announce that this year's entertainment will be comedian-actress and recent cancer survivor, Tig Notaro. Tig is a regular on Conan, has appeared on Jimmy Fallon, and Jimmy Kimmel. Her NETFLIX documentary, Tig, recently debuted to critical acclaim and her two-hour HBO Special aired this August. As an organization built on finding humor in the face of this disease, we are thrilled to welcome Tig to the FD family.*

### CUISINE, DRINK & ENTERTAINMENT

---

Complimentary cocktails, wine, and beer all night long

A delicious three-course meal

Exciting live auction travel packages and a new auction experience at the beginning of the evening!

Music as always by the incredible, Funkiphino



# FIRST DESCENTS

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



## 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. 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.



AT FIRST GLANCE, IT MAY APPEAR TOO HARD. LOOK AGAIN.  
ALWAYS LOOK AGAIN.

\*National Cancer Institute at the National Institutes of Health

# SPONSORSHIP LEVELS



## 15th ANNIVERSARY PRESENTING SPONSOR: \$50,000

For the first time ever, we are offering an exclusive Presenting Sponsorship level and naming opportunities for the event. We have no doubt this will be our biggest and highest grossing event in history, and would love for you to join us to reach that goal.

- Ability to use the sponsor name in all marketing materials and event materials as “First Descents 10th Annual Ball Presented By...”
- 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

## APEX SPONSOR: \$25,000

- 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





# SPONSORSHIP LEVELS

*\*For personal/non-corporate sponsorship opportunities, contact First Descents.*

## SUMMIT GOLD SPONSOR: \$15,000

- 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

## SILVER TIDE SPONSOR: \$10,000

- 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

## WHITEWATER BRONZE SPONSOR: \$7,500

- 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
- Recognition in First Descents Annual Report

## COPPER RIVER SPONSOR: \$4,500

- 6 tickets to the event
- 1 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

## REDPOINT SPONSOR: \$3,000

- 4 tickets to the event
- 1 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

## ASCENT SPONSOR: \$1,500

- 2 tickets to the event
- Live MC mention at the event
- Name and logo displayed on table
- Recognition in First Descents Annual Report

# COMMUNITY IMPACT



“

*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*

*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.*

*-Leilani, FD Alum*

”

---

IN THE END, WE ONLY REGRET THE CHANCES WE DIDN'T TAKE.



# CONTACT



*Ryan O'Donoghue, Executive Director*  
*303.800.6821 (direct)*  
*[www.firstdescents.org](http://www.firstdescents.org)*  
*[Ryan.ODonoghue@FirstDescents.org](mailto:Ryan.ODonoghue@FirstDescents.org)*

*Sarah Hubbard, Director of Marketing*  
*303.847.0312 (direct)*  
*[www.firstdescents.org](http://www.firstdescents.org)*  
*[Sarah.Hubbard@FirstDescents.org](mailto:Sarah.Hubbard@FirstDescents.org)*