



FISH HOUSE & OYSTER BAR

• HIGH WEST. •
OYSTER
• FEST •
20  18

SPONSORSHIP PACKET

IN SUPPORT OF First Descents



501 (c)(3) Nonprofit Organization (EIN# 81-0539964)

[WHAT IS OYSTER MONTH?]

Every year, since 1997, Jax Fish House & Oyster Bar has dedicated oyster month to celebrating and glorifying the most charitable of mollusks, that beneficent bivalve, the oyster. Through games, contests and feats of gustatory grandeur, the staff and management of each restaurant have worked to raise money for, and awareness of, their designated charitable partner. In much the same way that an oyster's primary livelihood is the betterment of its surrounding through the selfless act of filtering the water in its ecosystem, the crew at Jax annually focuses every effort towards raising funds to support the good work being done by charitable organizations in our community.

[AND NOW, HIGH WEST OYSTER FEST. WE'RE DOIN' IT AGAIN.]

This year, Jax is hosting the 6th annual High West Oyster Fest (HWOF) - an Intergalactic Shucking & Eating Championship where we feature the glory, deliciousness, sustainability and abundance of oysters while celebrating the devoted and unique community of people who we like to call 'Oyster Athletes'. On Wednesday, April 4, 2018 - Colorado's finest will be gathered at the EXDO Event Center in Denver's hoppin' RiNo neighborhood, to indulge in delicious food and fresh shucked oysters from Jax Fish House & Oyster Bar, to try Oyster offerings from other incredible Denver chefs and resaurants and to BEHOLD...

The infamous Oyster Eating Contest is a sight to see and showcases the strongest mollusk munchers around.

The Oyster Shucking Competition features the fastest shuckers from the finest oyster bars across the globe.

High West Oyster Fest is the only organized oyster shucking competition held in the mountain west. This exhilarating and sustainable event creates a truly unique opportunity to bring the collected talent of the oyster world to our doorstep and nets significant exposure in the process. The atmosphere is that of a music festival - it is loud, participatory and frenetic. The 'Oyster Athletes' are our rock stars, and EVERY cent we raise goes to an amazing Colorado charity: First Descents.

Producing a family-friendly and fun event of this scope requires a considerable commitment of time, money and resources. We believe that the end result, donating a significant amount of money to support First Descents' efforts, justifies the expenditure on our part. With the support of our sponsors and donors, this event is becoming a highly anticipated annual ritual that rivals any other similar endeavor, and we expect to again surpass expectations.

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[THIS YEAR'S PARTNER]

FIRST DESCENTS [FIRSTDESCENTS.ORG]

We are proud to announce that First Descents is the sole beneficiary of High West Oyster Fest 2018.

First Descents is a recognized leader in outdoor experiential programming. Through outdoor adventures, skills development, and local adventure communities FD improves the long-term survivorship of young adults impacted by cancer. Their participants experience free outdoor adventure programs that empower them to climb, paddle, and surf beyond their diagnosis, reclaim their lives, and connect with others doing the same.

[PAST PARTNERS]

In 2017, Oyster Month and HWOFF partnered with YWCA of Boulder County and raised \$26,326. Since 1922, YWCA Boulder County has been providing a continuum of vital services to the women, children, and families of Boulder for over 90 years. They are a welcoming, human service agency that works with over 5,000 individuals annually.

In 2016, Oyster Month and HWOFF partnered with Blue Sky Bridge and raised \$27,500. Blue Sky Bridge is a Colorado based non-profit which facilitates a collaborative approach to child abuse investigations while providing child victims and their families with support in a safe and child-focused environment.

In 2015, Oyster Month and HWOFF partnered with There With Care and raised \$590,000 thanks to an incredible anonymous matching donor. There With Care provides support to hundreds of families being treated at 12 hospitals and medical facilities across Colorado.

In 2014, Oyster Month and HWOFF generated \$31,000 for VetEx. In 2013, we raised \$35,000. These sponsorships and donations funded 100% of all VetEx adventures in Colorado in 2013, empowered hundreds of Veterans, and created new, previously unrealized opportunity for dozens more.

[HOW WE RAISE MONEY]

ALL PROCEEDS ARE DONATED TO FIRST DESCENTS

Oyster Month all of March:

- OYSTER SALES - During the month of March, \$0.10 is donated by Jax Fish House locations for EVERY EMERSUM oyster shucked.

High West Oyster Fest activities have included in years past:

- OYSTER EATING CONTEST - Entry fees and pledges
- HWOYF OYSTER and FOOD SALES - Sponsors such as Northeast Seafood and Rappahannock River Oysters make it possible for us to direct 100% of all food sales to First Descents.
- TICKET SALES
- SPONSORSHIPS - our treasured sponsors have been responsible for more than 50% of our donated funds - we need you!

[HOW WE RAISE AWARENESS]

Jax Fish House and Big Red F Restaurant Group use a variety methods to raise awareness of Oyster Month and to bring attention to our charitable partners

- Jax's frontline employees are well educated on our partners' mission and speak to every guest about the fundraising efforts and the direct impact that donations will have.
- Social media is leveraged to raise awareness amongst the 15,500+ Facebook fans between the four CO Jax locations and Big Red F Restaurant Group. Additional mentions by other Big Red F Restaurants bring the message to over 35,000+ engaged Facebook fans through posts and contests.
- 64,000+ subscribers to the Jax and Big Red F email newsletters receive an email message announcing Oyster Month, as well as a follow-up email in April, both achieving a reported 20% average open rate.
- Active media relations and press outreach efforts lead to multiple articles in most notable Front Range publications, making it a highly anticipated program.
- Oystermonth.com is a dedicated, SEO maximized micro-site that is updated annually. The site receives thousands of unique visitors each year with maximum traffic in late February and through the month of March.
- Print and digital advertising is purchased from Front Range media outlets to promote individual events and the overall Oyster Month program details.
- Partnerships with vendors, purveyors and local businesses provide multiple conduits by which the program is promoted to an ever expanding audience.

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[WHERE DO YOU COME IN?]

Jax is seeking like-minded corporate and individual sponsors, partners and donors.

Do you, your company or group enjoy fun and innovative events? Would you benefit from exposure to Jax's adventurous and affluent clientele, and see value in helping people in need? Willingness to collaborate, sense of humor and good ideas are required. Naysayers, haters, footpads and cut-purses need not respond.

Put bluntly, we are approaching a small handful of carefully selected companies and organizations with a sponsorship opportunity that we believe in, for a number of reasons. First and foremost, there will be a direct and measurable reward to our charitable partner, First Descent. Additionally, this event will be a celebration, in a big, fun, loud sense of the word. A celebration of the act of giving, as embodied by the oyster, itself. Remember that charitable mollusk, that beneficent bivalve which selflessly restores and repairs its environment, as it nourishes itself and ultimately nourishes us all?

Next, the value of association with this event, in terms of consumer perception of our collective brands, yours and ours, is priceless. Fun contests, world class food, great music, and supporting women in need and their families. Is that something your customers are interested in? Yup, us too.

Finally, it is our intention to build HWOFF, year after year, until it is a must-attend event across the country amongst those who appreciate fine food, great music and fun. Our goal is to align with long-term partners, businesses and groups that we respect, who will share that journey with us, provided we are able to consistently demonstrate the value. We firmly believe that the benefits and rewards will far outweigh the investment.

On the following page are the descriptions of various pre-defined partnership levels. We are also soliciting in-kind donations to offer as oyster eating contest prizes and product for use on the day of the event. It is hard to imagine that there is any level of involvement we would not be happy to discuss. We are open to any reasonable offer of support and we will work to satisfy our partners' needs.

In considering how far you can stretch to make the MAXIMUM impact on these young peoples' lives AND represent your organization in the best possible way, consider the following program 'impact points' for those fighting and surviving cancer with First Descents:

\$2,000 donation - Sponsors a young adult participant to a weeklong First Descents program

\$5,000 donation - Sponsors two young adult participants on a weeklong First Descents program.

\$10,000 donation - Sponsors a multiday First Descents program for 15 participants.

How big do you want YOUR impact to be?!?!?

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[WHERE DO YOU COME IN?]

WICKED COOL PARTNER - \$1,000 Contribution (2) Door Tickets

- Inclusion and mention in all long form promotional materials, including press releases.
- 2 additional food tickets (6 total)

BADASS PARTNER - \$2,000 Contribution (4) Door Tickets

All of the benefits above, plus...

- Logo/mark inclusion on the oystermonth.com sponsorship page and email blasts.
- One tagged post on Facebook by Jax Fish House and Big Red F.
- An in-store placard marking in-kind raffle donations or denoting cash contributions.

SUPER HERO PARTNER - \$5,000 Contribution (6) Door Tickets

All of the benefits above, plus...

- One advertorial email to all four Jax email lists of 55,000+ recipients.
- One live read of a promotional message from stage during the event.
- Name listed on slides screened during the event.
- Custom content creation opportunities including video feature and designated blog and social posts

DOUBLE SECRET BAD-ASS PARTNER - \$10,000 Contribution (6) Door Tickets

All of the benefits above, plus...

- One advertorial email to the Big Red F email list of 9,000+ recipients.
- Logo/mark placement on slides screened during the event.
- Up to twenty seconds of promotional video (provided by sponsor) screened during the event.

DOUBLE SECRET SUPER HERO ULTIMATE BAD-ASS PARTNER - \$15,000 Contribution (6) Door Tickets

All of the benefits above, plus...

- Titular, event naming rights, ie. " _____ presents High West Oyster Fest Intergalactic Shucking & Eating Championship", to be negotiated and agreed upon by Big Red F and First Descents.
- Top billing on event related materials.
- Naming rights for the shuck competition first place trophy.
- Sole position on the prominent center stage banner.
- Up to one minute of promotional video (provided by the sponsor) screened on the main stage during the event.
- Live read by your spokesperson from the stage during the event.
- First right of refusal for all press and media inquiries.



SPONSORSHIP AGREEMENT

[HIGH WEST OYSTER FEST 2018]

SPONSORSHIP LEVEL _____ AMOUNT \$ _____

ORGANIZATION NAME _____

CONTACT NAME _____

SIGNATURE _____ DATE _____

BIG RED F REPRESENTATIVE _____

SIGNATURE _____ DATE _____

