



# OUT LIVING IT FESTIVAL

A multi-day, multi-sport festival celebrating the First Descents community & the healing power of adventure.



**JULY** 16-19  
2020

ADVENTURE  
COMMUNITY  
MOUNTAINS  
LIVE MUSIC  
PADDLE  
CLIMB  
BIKE

CELEBRATING

**20**

YEARS OF  
OUT LIVING IT

FIRST DESCENTS



# WHO IS FIRST DESCENTS?

First Descents provides life-changing outdoor adventures for young adults (ages 18-39) impacted by cancer and other serious health conditions.

## Our Impact

Founded 20 years ago in Colorado, First Descents has become the global leader in adventure-based healing. Through outdoor adventure, community building, medical center partnerships, FD improves survivorship and quality of life.

## Our Reach

**23,000+**  
Facebook Followers

**9,000+**  
Instagram Followers

**50,000+**  
Email Subscribers

**10,000+**  
Participants Served

**1,000+**  
Festival Attendees

**JOIN US!**





# The Out Living It Festival

More than a mountain sports event - it's a celebration of adventure and the power of community. The First Descents family is made up of kayakers, mountain bikers, rock climbers, and adventure seekers who have been bonded by a serious health condition. The Out Living It Festival will create a unique and special opportunity to connect, heal, and adventure-on together.



## Location

Taking place in stunning Buena Vista, CO, from July 16-19, festival goers will experience the beauty of BV's South Main district and the incredible outdoor recreation it has to offer.



## Community

At First Descents, we're all about authentic, powerful community! Staying true to First Descents' commitment to wellness, festival goers will enjoy breakout groups and nightly campfires on mindfulness, wellness, nutrition, and more. Engage your executive team or athlete ambassadors in discussions throughout the Out Living It Festival!



## Adventure

It wouldn't be an Out Living It Festival without big adventure! Festival attendees will have the opportunity to enroll in whitewater kayaking, rafting, mountain biking, climbing, and hiking clinics throughout the weekend. Sponsor a clinic or activity to interact one-on-one with attendees!



## Entertainment

Kick off the morning with sunrise yoga and cap each evening with live entertainment and music! Plus, the bustling vendor village offers an awesome opportunity to interact with attendees through gear demos, giveaways, games, and more. Now that's Out Living It!





# SPONSOR ADVENTURE CREATE HEALING

**Sponsor the Out Living It Festival and align your brand with the global leader in adventure-based healing**

Take your sponsorship to the next level with exclusive sponsorship opportunities. There are several program opportunities to activate alongside, including:

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- Wellness Sponsor
  - Entertainment Sponsor
  - Activity Sponsorships (Kayaking, Mountain Biking, Climbing, Hiking)
  - Beverage Sponsor
  - Nutrition Sponsor
  - Travel Sponsor
  - Campfire Sponsor
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**All Out Living It Festival Sponsorships underwrite event costs serving 500+ young adult survivors and family members. A sponsorship allows for custom event activation and compelling opportunities for employee engagement. All sponsorships receive logo inclusion on event signage, activity schedule, posters, webpages, and social media mentions. Sponsors also receive custom curated content including sizzle reel, feature on the Out Living It Festival channel, dedicated Out Living It Blog feature, and a folder of high-res imagery. Exact content package dependent on sponsor level.**

### **Out Living It Festival Presenting Sponsor (\$100,000)**

- Brand activation with category exclusivity (First Tier Main Stage branding, Vendor Village booth)
- 25 complimentary event tickets
- Featured speaker on all Out Living It Festival panels
- Unique brand ownership of (2) program areas
- Preferred access to lodging (indoors and camping sites)

### **Out Living It Festival Activity Sponsor (\$10,000)**

- Activation of sport-specific Adventure Sessions exclusively utilizing brand products
- Brand Ambassador or Featured Speaker on (1) Out Living It Festival panel and/or Adventure Session
- Gear Village vendor booth space (open to BV public)
- 6 complimentary tickets

### **Out Living It Festival Presenting Sponsor (\$50,000)**

- Brand activation with category exclusivity (Second Tier Main Stage branding, Vendor Village booth)
- Unique brand ownership of (1) program area
- Ambassador or Featured Speaker in (2) Out Living It Festival panel and/or Activity Session of choice
- The opportunity to leverage your gift as a challenge match for a branded crowdfunding campaign communicated to FD's 60,000+ community
- 15 complimentary event tickets

### **Out Living It Festival Contributing Sponsor (\$5,000)**

- Ambassador or Featured Speaker on (1) Out Living It Festival panel and/or Activity Session of choice
- Gear Village vendor booth space (open to BV public)
- 3 complimentary tickets

### **Out Living It Festival Supporting Sponsor (\$20,000)**

- Brand activation with category exclusivity (Third Tier Main Stage branding, Vendor Village booth)
- Ambassador or Featured Speaker in (2) Out Living It Festival panel and/or Activity Session of choice
- Unique brand ownership of (1) program area
- 10 complimentary tickets

### **Gear Village Sponsor (\$1,000)**

- Gear Village 10ftx10ft vendor booth space (open to BV public)
- 1 complimentary ticket



# LET'S JAM!

First Descents Out Living It Festival brings together companies who believe in the healing power of adventure. Interested in sponsoring the Out Living It Festival? We're excited to craft the most aligned and impactful sponsorship experience that maximizes your support. Hit us up!

## CONTACT US:

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