

The logo for Jax Fish House & Oyster Bar features the word "Jax" in a stylized, white, cursive font. The letter "J" is particularly large and loops around the "a".

Jax

FISH HOUSE & OYSTER BAR

THURSDAY, APRIL 2, 2020

EXDO Event Center in RiNo

The title "HIGH WEST OYSTER FEST" is centered in a large, white, serif font. The word "HIGH WEST" is on the top line, "OYSTER" is on the second line, and "FEST" is on the third line. Small white circles are placed between "HIGH WEST" and "OYSTER", and between "OYSTER" and "FEST".

• HIGH WEST •
OYSTER
• FEST •



WWW.HIGHWESTOYSTERFEST.COM

WHAT IS OYSTER MONTH?

Every year since 1997, Jax Fish House & Oyster Bar has dedicated the month of March to celebrating and glorifying the beneficent bivalve, the oyster. In much the same way that an oyster's primary livelihood is the betterment of its surroundings through the selfless act of filtering the water in its ecosystem, the crew at Jax focuses every effort towards raising funds to support the good work being done by charitable organizations in our community. This is accomplished through games, contests, and feats of gustatory grandeur.

WHAT IS HIGH WEST OYSTER FEST?

This year, Jax is hosting the eighth annual High West Oyster Fest (HWOFF). At this Intergalactic Shucking & Eating Championship, 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 Thursday, April 2, 2020, 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 and other incredible Denver chefs and restaurants. The atmosphere is that of a music festival—loud, participatory, and frenetic.

As they snack and sip, attendees will behold the main events: The infamous Oyster Eating Contest and Shucking Competition. The Eating Contest is quite a sight to see, showcasing rock-star mollusk munchers in an all-out battle. The Oyster Shucking Competition is equally impressive, featuring 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 collective talent of the oyster world to our doorstep, and nets significant exposure in the process.



THIS YEAR'S PARTNER



In 2018 & 2019, Oyster Month and HWOFF partnered with First Descents and raised \$120,000. We are proud to announce that FD is once again the sole beneficiary of High West Oyster Fest 2020.

First Descents (FD) provides life-changing outdoor adventures for young adults impacted by cancer and other serious health conditions. Through outdoor adventures, skills development, and local adventure communities, FD improves the long-term survivorship of young adults impacted by cancer. FD 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.

FIRSTDESCENTS.ORG



HOW WE RAISE MONEY

ALL proceeds are donated to FIRST DESCENTS

Oyster Month at Jax:

- OYSTER SALES - During the month of March, \$0.10 from EVERY Emersum oyster shucked at Jax Fish House locations is donated to the cause.

High West Oyster Fest activities:

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

HOW WE RAISE AWARENESS

- Jax's frontline employees are well educated on our partner's mission and speak to every guest about the fundraising efforts and the direct impact that donations will have.
- We leverage social media to raise awareness amongst the 15,500-plus Facebook fans between the five CO Jax locations and Big Red F Restaurant Group. Additional mentions by other Big Red F Restaurants bring the message to more than 35,000 engaged Facebook fans through posts and contests.
- We send email newsletters to the 75,000-plus subscribers of the Jax and Big Red F email lists. In addition to announcing HWOFF, we send a follow-up email days before the event. Both emails achieve a reported 20 percent 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.
- Highwestoysterfest.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.
- We purchase print and digital advertising from Front Range media outlets to promote HWOFF and overall Oyster Month program details.
- We partner with vendors, purveyors, and local businesses to provide multiple conduits of promotion to an ever-expanding audience.



WHERE DO YOU COME IN?

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

Do you enjoy fun and innovative events? Would your company benefit from exposure to Jax's adventurous and affluent clientele? Do you see value in helping people in need? A willingness to collaborate, a 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. First and foremost, there will be a direct and measurable reward to our charitable partner, First Descents. This event will be a big, loud, memorable celebration of the act of giving in every sense of the word. The value of association with this event, in terms of the consumer perception of our collective brands, is priceless.

It is our intention to build HWOFF year over year until it is a nationally recognized, must-attend event across the country for those who appreciate fine food, great music, and fun. Our goal is to align with partners, businesses, and groups that we respect who will share that journey with us.

On the following pages are 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. We are happy to discuss any level of involvement and are open to any reasonable offer of support.

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?**

WHERE DO YOU COME IN?

WICKED COOL PARTNER \$1,000 Contribution

- (4) Ticket
- Inclusion and mention in all long-form promotional materials, including press releases

BADASS PARTNER \$2,000 Contribution

- (6) Tickets
- All of the benefits above, plus...
- Logo/mark inclusion on the highwestoysterfest.com sponsorship page and email blasts.
- One tagged post on Facebook by Jax Fish House and Big Red F.

SUPER HERO PARTNER \$5,000 Contribution

- (8) Tickets
- All of the benefits above, plus...
- Custom content creation opportunities including video feature and designated blog and social posts
- Inclusion on all paid print advertising.

DOUBLE SECRET BAD-ASS PARTNER \$10,000 Contribution

- (8) Tickets
- All of the benefits above, plus...
- One advertorial email to the Big Red F email list of 75,000+ recipients.
- Up to twenty seconds of promotional video (provided by sponsor) screened during the event.
- One live read of a promotional message from stage during the event and name listed on slides screened during the event.

DOUBLE SECRET SUPER HERO ULTIMATE BAD-ASS PARTNER \$15,000 Contribution

- (8) 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.

