

FIRST DESCENTS

# 80'S SKI PARTY



FIRST DESCENTS PROVIDES LIFE-CHANGING OUTDOOR ADVENTURES FOR YOUNG ADULTS IMPACTED BY CANCER AND OTHER SERIOUS HEALTH CONDITIONS.



# THE RADDEST WAY TO SUPPORT THE CANCER COMMUNITY!

First Descents' annual 80's Ski Party is one of the raddest, most excellent parties of the year. So rad that we are bringing the party to Denver and San Francisco this Fall. Relive the greatest decade of ski wear and celebrate the 80's while raising money for First Descents.

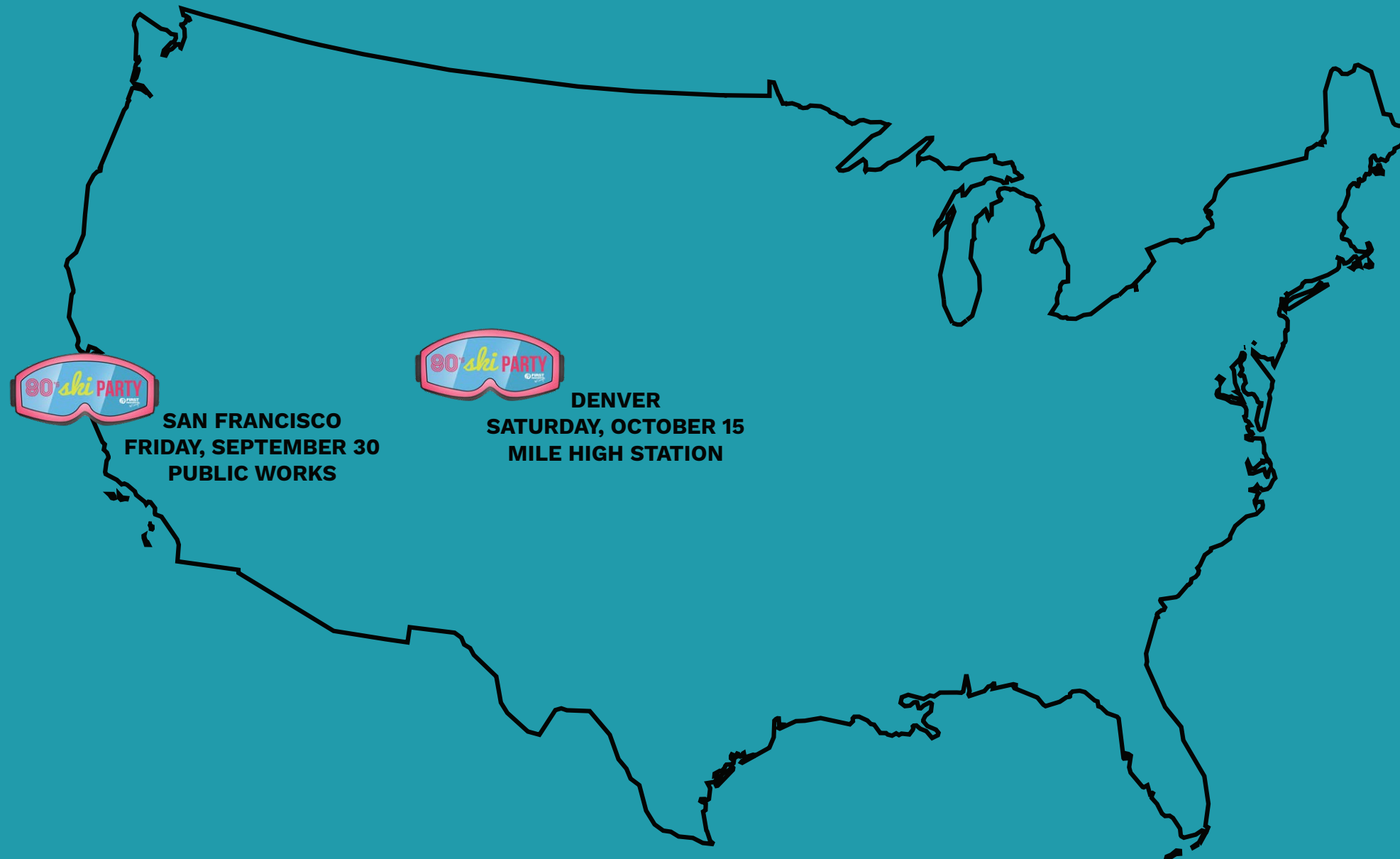
Align your brand with First Descents and engage with an influential, young adult demographic. All proceeds benefit First Descents with the ultimate goal of raising \$50,000 that will underwrite two (2) Week-Long Outdoor Adventure Programs serving 30 young adults impacted by cancer and other serious health conditions.





## ***WE'RE HITTING THE ROAD IN 2022***

First Descents' 80's Ski Party offers your brand the opportunity to connect with consumers in two key markets. Whether you're looking for national or regional reach, our team will work closely with your team to customize a sponsorship that best suits your needs.





# WHO WE ARE

First Descents (FD) provides life-changing outdoor adventures for young adults (ages 18-39) impacted by cancer and MS, healthcare workers, and caregivers. Our 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.

## AYA Community

Cancer, MS, and all serious health conditions present unique challenges for the adolescent & young adult community

## 100%

of participants reported increased ability to cope with cancer and its effects after their First Descents program

## 10,000+

Young Adults served through free week-long outdoor adventures





# NATIONAL MARKET SPONSORSHIP LEVELS

**INCLUDES ALL TWO EVENT MARKETS :: DENVER + SAN FRANCISCO**

## **TITLE SPONSOR :: \$16,000**

- Title Sponsor recognition of two (2) market events; “80’s Ski Party Presented By XXXX”
- Organization name/logo incorporated into official event logo
- Organization name/logo listed on all marketing collateral, website, and emails
- Rights to inclusion in a minimum of four (4) social posts
- Rights to engage with event attendees through on-site activation
- Rights to provide signage to brand the event stage
- Rights to distribute branded merchandise to event attendees
- (20) complimentary VIP Passes w/early admittance & cocktails from 7-8pm per market
- (30) complimentary event tickets per market

## **CO-SPONSOR :: \$4,000**

- Organization name listed on select marketing collateral, website, and emails
- Rights to provide signage to be placed in select locations inside venue
- Ten (10) complimentary event tickets per market

## **SUPPORTING SPONSOR :: \$8,000**

- Supporting Sponsor recognition of two (2) market events
- Organization name/logo listed on all event marketing collateral, website, and emails
- Rights to inclusion in a minimum of three (2) social posts
- Rights to provide a select number of banners to brand venue
- Rights to engage with event attendees through on-site activation
- Rights to distribute branded merchandise to event attendees
- (10) complimentary VIP Passes w/early admittance & cocktails from 7-8pm per market
- (20) complimentary event tickets per market

## **NEON SPONSOR :: \$1,500**

- Organization name listed on select marketing collateral, website, and emails
- Four (4) complimentary event tickets per market





# INDIVIDUAL MARKET SPONSORSHIP LEVELS

**SELECT YOUR MARKET :: DENVER + SAN FRANCISCO**

## TITLE SPONSOR :: \$10,000

A Title Sponsor gift of \$10,000 would help underwrite the cost of one First Descents Program serving (15) young adults impacted by cancer or MS.

- Title Sponsor recognition of the select market event; “80’s Ski Party Presented By XXXX”
- Organization name/logo incorporated into official market event logo
- Organization name/logo listed on all market-specific collateral, website, and emails
- Rights to inclusion in a minimum of two (2) dedicated social posts
- Rights to engage with event attendees through on-site activation
- Rights to provide signage to brand the event stage
- Rights to distribute branded merchandise to event attendees
- (20) complimentary VIP Passes w/early admittance & cocktails from 7-8pm
- (30) complimentary event tickets

## CO-SPONSOR :: \$2,500

- Organization name listed on select marketing collateral, website, and emails
- Rights to provide signage to be placed in select locations inside venue
- Ten (10) complimentary event tickets

## SUPPORTING SPONSOR :: \$5,000

A Supporting Sponsor gift of \$5,000 extends the healing power of adventure to the young adults, healthcare workers, and caregivers we serve.

- Supporting Sponsor recognition of the select market event
- Organization name/logo listed on all market-specific collateral, website, and emails
- Rights to inclusion in a minimum of one (1) dedicated social posts
- Rights to provide a select number of banners to brand venue
- Rights to engage with event attendees through on-site activation
- Rights to distribute branded merchandise to event attendees
- (10) complimentary VIP Passes w/early admittance & cocktails from 7-8pm
- (20) complimentary event tickets

## NEON SPONSOR :: \$1,000

- Organization name listed on select marketing collateral, website, and emails
- Four (4) complimentary event tickets





# LET'S CUSTOMIZE A SPONSORSHIP THAT WORKS BEST FOR YOU

We're excited to work with your team to craft the most aligned and impactful sponsorship experience that maximizes your support. Customized sponsorship packages can be developed to include presenting sponsorships of select event elements, on-site brand activations, inclusion in social media, brand inclusion on event collateral and website, custom curated content including a dedicated feature on the Out Living It Blog, and so much more.

## LET'S CHAT:

Chris Dolan  
Marketing and Communications Director  
303.548.2695  
[chris.dolan@firstdescents.com](mailto:chris.dolan@firstdescents.com)

