



**17<sup>TH</sup> ANNUAL**  
**FIRST DESCENTS**  
**BALL** **APRIL 6<sup>TH</sup>**  
**2024**

**THE RITZ-CARLTON, BACHELOR GULCH**  
**BEAVER CREEK, CO**

**SPONSORSHIPS**

# EVENT OVERVIEW

**Join us in celebrating an incredible milestone at the 17th annual First Descents Ball as we celebrate the healing power of adventure and unveil a special announcement about the exciting future of First Descents. In that same spirit of adventure, we're taking a visionary step forward, and for those joining us on April 6, you'll be the first to know about the trailblazing path we're about to forge.**

**This unforgettable event will bring together over 300 of our friends, supporters and alumni to honor our past adventures and embrace what lies ahead.**

**FD Ball guests can join us for an entire weekend of events before donning their own hats for a night of powerful stories, moving films, delicious meals and an epic dance party to cap it all off.**



# THE WEEKEND EXPERIENCE

Much more than a fundraiser, the FD Ball is a weekend experience steeped in adventure, storytelling, connection and impact. Please join us for the following activities:

## FRIDAY, APRIL 5, 2024

### HORIZON LINE RECEPTION | 5-7PM

Kick off the weekend by honoring our Horizon Line Award winner and welcoming fellow members of the FD Community. Beverages and hearty appetizers provided.

## SATURDAY, APRIL 6, 2024

### ADVENTURE SESSIONS | 10-11:30AM

Join us Saturday morning for our Out Living It Adventure Sessions! You'll hear inspiring stories about epic adventures from speakers who truly take Out Living It to the next level! Coffee and pastries provided.

### FIRST DESCENTS BALL | 5PM-12AM

Join us as we celebrate the healing power of adventure and everyone who made it possible. The evening begins at 5PM with a silent auction and cocktail reception, followed by our event program, dinner, dancing and live music.

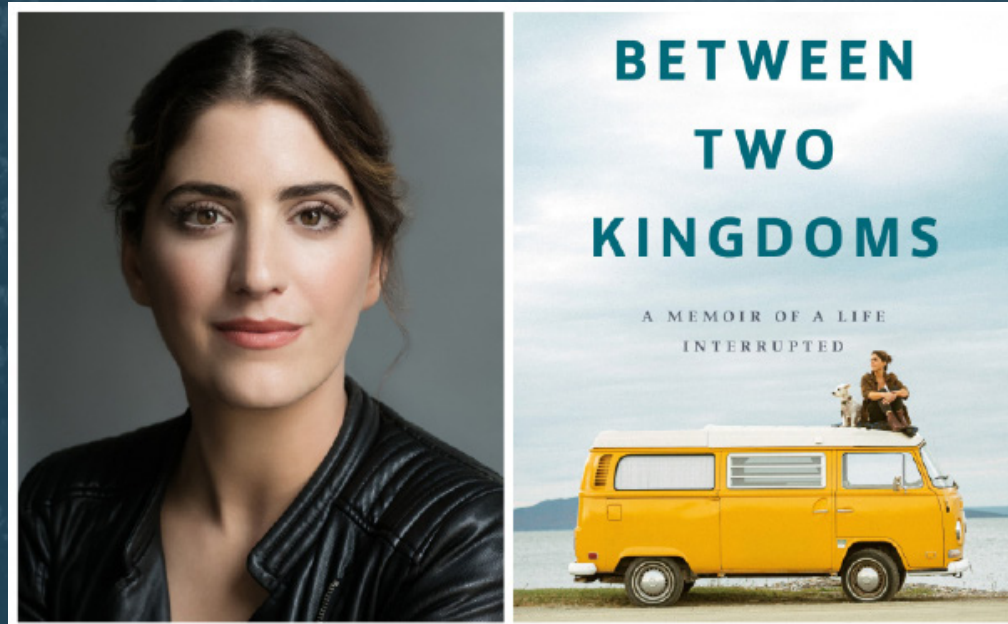


# THE OUT LIVING IT AWARD

## SULEIKA “GI JANE” JAOUAD

Out Living It is more than just a mantra. It's a way of life shared by First Descents alumni, donors, supporters, and staff. Each year, the Out Living It award is awarded to an individual who embodies the Out Living It spirit, showing us what it means to defy your diagnosis, embrace the outdoors, be present and enjoy life. This year, we're thrilled to honor Suleika “GI Jane” Jaouad, FD alum and award-winning journalist, author, and speaker as our 2024 Out Living It Award winner.

At age 22, Suleika was diagnosed with leukemia which inspired her to begin writing her New York Times column “Life, Interrupted” from her hospital room at Sloan-Kettering. Since then, she produced a New York Times bestselling memoir, “Between Two Kingdoms,” and became a fierce advocate for those living with illness and enduring life's many other interruptions. Today, Suleika travels the world teaching workshops and speaking, and she remains a powerful advocate for the young adult cancer community.



# SPONSORSHIP LEVELS



## **PRESENTING SPONSOR – \$50,000**

Your support at this level aligns your brand with the healing power of adventure by underwriting two weeklong programs.

- Sponsor name used in all marketing materials and event materials as “First Descents 17th Annual Ball Presented by...”
- Three complimentary tables for dinner (30 guests)
- Opportunity to incorporate sponsor activations throughout the weekend of events
- Recognition on website, social channels and First Descents’ Annual Report



## **APEX SPONSOR – \$25,000**

Your support at this level underwrites one weeklong program.

- Two complimentary tables for dinner (20 guests)
- Opportunity to incorporate sponsor activations throughout the weekend of events
- Recognition on website, social channels and First Descents’ Annual Report





## **SILVER TIDE SPONSOR – \$10,000**

Your support at this level funds a life-changing, weeklong adventure for four participants.

- One complimentary table for dinner (10 guests)
- Recognition on website, social channels and First Descents' Annual Report



## **COPPER RIVER SPONSOR – \$5,000**

Your support at this level funds a life-changing, weeklong adventure for two participants.

- One complimentary half table for dinner (6 guests)
- Recognition in First Descents' Annual Report



## **ASCENT SPONSOR – \$2,500**

Your support at this level funds a life-changing, weeklong adventure for one participant.

- Two complimentary tickets for dinner
- Recognition in First Descents' Annual Report



# HORIZON LINE SPONSOR

## \$25,000

- Presenting sponsor of the Horizon Line reception, our Friday night welcome reception at The Ritz-Carlton, Bachelor Gulch. Beverages and hearty appetizers provided.
- Presenting sponsor of the Adventure Sessions, a Saturday morning event featuring world-renowned athletes, explorers and adventurers who truly take Out Living It to the next level! Coffee and pastries provided.
- One complimentary table for dinner (10 guests)
- Recognition on website, social channels and First Descents' Annual Report



# LODGING

Our partners at The Ritz-Carlton, Bachelor Gulch have generously offered special room rates for our guests. Booking details will be provided at registration. If you have any questions, please email [events@firstdescents.org](mailto:events@firstdescents.org). Our team is here to help!

# ATTIRE

Mountain elegant. Women typically wear cocktail dresses or gowns, and men are typically in suits. Don't forget, it's a hat party!





## CONTACT

---

**RAY SHEDD**

VP OF ADVANCEMENT  
203.499.9633 (MOBILE)  
RAY.SHEDD@FIRSTDESCENTS.ORG

**EMMA BURICK**

SENIOR DEVELOPMENT OFFICER  
801.694.6577 (MOBILE)  
EMMA.BURICK@FIRSTDESCENTS.ORG