




Sunday, May 7, 2017



SPONSORSHIP OPPORTUNITIES

Pack for the Platte

Welcome to the inaugural **Pack for the Platte** –
a different kind of fundraiser benefitting the
Coalition for the Upper South Platte (CUSP)
Wildfire Suppression Team.

A “**Pack Test**” is a work capacity test
for Wildland Firefighters.

Individuals may qualify for one of three levels of wildland firefighting duty.

The most arduous level involves a 3-mile hike
with a 45-pound pack in 45 minutes and measures

- **Aerobic Capacity**
- **Muscular Strength**
- **Muscular Endurance**

In addition firefighters, we are reaching out to runners, hikers, climbers and
all outdoor enthusiasts to join us in supporting CUSP, encouraging our local firefighters
and having a fun day on the trail.

Sunday, May 7, 2017
9:00 A.M. – Noon
The New Santa Fe Regional Trail
Monument, Colorado



Sponsorship Opportunities

BENEFITS

- ✓ Visibility
- ✓ Media coverage
- ✓ Build consumer brand recognition
- ✓ Product sampling opportunities
- ✓ Give back to community and build community relations
- ✓ Partner with an event that reflects your organization's values



FIRE BOSS - \$10,000

This is the exclusive, presenting sponsorship opportunity

- ☆ Largest, most prominent lettering on back of t-shirt given to participants
- ☆ Banner and/or merchandise (provided by sponsor) prominently displayed near the starting/finish line at event
- ☆ Prominent placement and recognition on all event advertisements including posters, brochures, web pages, etc.
- ☆ Prominent mention in press releases, social media, and newsletters leading up to the event
- ☆ Opportunity to set up booth at event and provide promotional materials in participants' registration packets
- ☆ Public mention at event – starting kick-off and during awards ceremony
- ☆ Ten free event registrations

Sponsorship Opportunities

HOT SHOTS - \$5,000

There are 3 sponsorships at this level

- ☆ Large lettering on back of t-shirt given to participants
- ☆ Banner or merchandise (provided by sponsor) prominently displayed at event
- ☆ Major recognition on all event advertisements, including posters, brochures, web pages, etc.
- ☆ Acknowledgement in press releases, social media, and newsletters leading up to the event
- ☆ Opportunity to set up booth at the event and provide promotional materials in participants' registration packets
- ☆ Five free event registrations



SMOKEJUMPERS - \$1,000

There are 6 sponsorships at this level

- ☆ Medium lettering on back of t-shirt given to participants
- ☆ Special mention on event web page and newsletters
- ☆ Special recognition in participants' registration packets
- ☆ Opportunity to place small advertisement in participants registration packets
- ☆ Two free event registrations

Sponsorship Opportunities

CREW- \$500

- ☆ Recognition on event web page and newsletters
- ☆ Recognition in participants' registration packets



SUPPORTING – less than \$500

or in-kind equivalent

- ☆ Recognition on event web page and newsletters

Includes in-kind donations, company donation of a product or services, or any merchandise or gift certificates that can be given as door prizes

A Healthy Watershed, *Now and in the Future*

More About CUSP

Mission Statement

The Coalition of the Upper South Platte protects the water quality and ecological health of the Upper South Platte Watershed, through the cooperative efforts of watershed stakeholders, with emphasis placed on community values and economic sustainability.



CUSP does almost nothing alone, and with our partners we accomplish so much. We focus our energy on:

Water Resources & Quality

Forest Health

Post Fire Rehabilitation

Noxious Weeds

Stream/River Restoration

Erosion & Flood Control

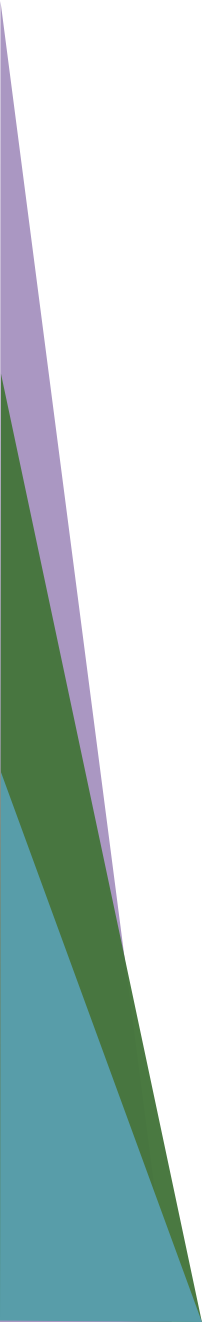
Environmental Education

Sustainable Recreation

Volunteer Engagement

Community Preparedness

Emergency Response





2017 Pack for the Platte Sponsorship Agreement

____ Yes, we are interested in sponsoring the 2017 Pack for the Platte at the following level:

- ____ Fire Boss (\$10,000) – 1 available
- ____ Hot Shots (\$5,000) – 3 available
- ____ Smokejumpers (\$1,000) – 6 available
- ____ Crew (\$500)
- ____ Supporting (>\$500 or in-kind donations) Value of in-kind donation: \$ _____

Business Name (to be used for communications) _____

Business Address _____

City, State, Zip _____

Business Website Address _____

Contact Person _____ Title _____

Phone Number _____ Email Address _____

Signature _____ Date _____

If you have any questions, please call or e-mail Rachel Gurfinkel at 719-748-0033 or rachel@uppersouthplatte.org.

Please complete and submit this agreement, along with your production-ready business logo (.jpeg or .png) by e-mail or mail to:

Rachel Gurfinkel
Coalition for the Upper South Platte
PO Box 726
Lake George, CO 80827
719-748-0033 Office
rachel@uppersouthplatte.org

Thank you for your support! You will receive a confirmation email shortly.

**Please send your check to the address above no later than
March 15, 2017.**

Coalition for the Upper South Platte is a 501(c)(3) Non-Profit Organization
EIN: 84-1469785