



2018 Evans Chaffee Kickball Classic Sponsorship

The annual Kickball Classic is back! As the new host of this fun event, we invite you to be a sponsor for the 2018 Kickball Classic on September 8, 2018, benefitting YouthPower365®. As a sponsor you will have the opportunity to reach out to new audiences your company aims to attract, while supporting the vibrant future of our unique mountain community.

YouthPower365

The Vail Valley Foundation's YouthPower365 provides extended learning year-round that inspires, educates and empowers the youth and families of Eagle County from cradle to career. We provide development and education programming for over 4,000 kids and families every year. Our concentrated interventions provide **each child with over 250 contact hours per year** that produce significant results and equip students to reach their highest potential.

Evans Chaffee Kickball Classic

This year YouthPower365 has taken on the opportunity to host the annual Kickball Classic, historically organized by Evans Chaffee Construction Group. Our hope is that we can build on the success of the previous years of this event! The tournament begins with a pancake breakfast (\$10) at 7:00am, kickball games from 8:00am – 2:30pm, and lunch (\$10) at 11:00am located at Eagle Vail Fields. All proceeds go to YouthPower365 to support Eagle County youth and their families.

Event Demographic and Media Impact

The Kickball Classic appeals to a cross section of the Vail Valley, including over 800 locals and second homeowners from Gypsum to East Vail. Participants are active, engaged, and eager to engage in friendly competition through kickball.

Overall, the 2018 Kickball Classic will result in more than 180,000 media impressions for event sponsors and underwriters. The impressions will include 12 ads in the Vail Daily, blast emails sent to YouthPower365 distribution list of over 6,000, radio ads and radio interviews on KZYR, and live interviews on TV8 Vail. The event website, www.youthpower365.org will also recognize sponsors, presenting visual impressions to a database of over 6,000 individuals. In addition to media impressions leading up to the event, sponsors receive banner recognition at the Kickball Classic. In becoming a sponsor, you have a unique opportunity to reach out to audiences that your company aims to attract.

\$1,500 Platinum Sponsor

- Recognition as Platinum Sponsor in all marketing materials, news releases, print ads, email blasts, and signage related to the event
- **Your own Kickball Team!**
- 12 meal vouchers for lunch and breakfast
- Logo recognition on the Kickball Classic t-shirts
- Recognition in YouthPower365 Newsletter
- Banner placement at the event for 2 banners (banners provided by sponsoring company)

\$1,000 Gold Sponsor

- Recognition as Gold Sponsor in all marketing materials, news releases, print ads, email blasts, and signage related to the event
- 10 meal vouchers for lunch or breakfast
- Logo recognition on the Kickball Classic t-shirts
- Recognition in YouthPower365 Newsletter
- Banner placement at the event for a banner (banner provided by sponsoring company)

\$500 Silver Sponsor

- Recognition as a Silver Sponsor in select marketing materials
- 5 meal vouchers for lunch or breakfast
- Recognition in YouthPower365 newsletter
- Banner placement at the event (banner provided by sponsoring company)

\$150 Bronze Sponsor

- Recognition as a Bronze Sponsor in select marketing materials
- 2 meal vouchers for lunch or breakfast
- Recognition in YouthPower365 newsletter
- Banner placement at the event (banner provided by sponsoring company)

In-Kind/ Item Donation: Refreshments, Food, and Participant Prizes

- Recognition in YouthPower365 newsletter
- Banner placement at the event (banner provided by sponsoring company)
- Company name will be listed in the post-event acknowledgement