



Event Overview

The CU Denver Block Party is a free and public annual back-to-school event connecting the campus community with city partners. This year's event will be held on August 23, 2018 from 11 a.m.-2 p.m. on Lawrence Street between Speer Blvd. and 14th St., in what is referred to as the university's "Education Corridor".

Now entering its 7th year, and anticipating more than 3,000 participants, the CU Denver Block Party has rapidly become a must-attend event for anyone who lives, works or studies downtown. The Block Party showcases the endless opportunities that CU Denver has to offer in business, arts and media, public affairs, architecture, and education. Some of Denver's most popular food trucks will be serving up delicious options for lunch. The entertainment line-up is still being determined, but previous years have featured up-and-coming Denver acts such as Wildermis, Air Dubai, Petals of Spain, Bop Skizzum and My Body Sings Electric. DJ Chonz from KS107.5 (and a CU Denver alum) will once again be spinning in between sets and acting as emcee. Don't miss the DSST Drum Line kicking off the event with a parade from central campus.



Event Sponsorship Levels and Benefits

Sponsorship packages are fully customizable to fit your budget and desired level of recognition. In-kind sponsorships are also available if your company's products and services are a good fit for the Block Party.

Visit www.ucdenver.edu/blockparty for more information.

\$15,000 - Presenting Sponsor (one opportunity)

The Presenting Sponsor will receive:

- Presenting Sponsor status, available to one sponsor of the Block Party
- Logo displayed on banner on CU Denver stage backdrop (20'x5' banners on front and back facing northbound Speer Blvd. – **a location that receives nearly 125,000 impressions per day**)
- Logo on all printed materials as "Presented by . . ."
- Logo on all press releases as "Presented by . . ."
- Logo on event website as "Presented by . . ."
- Name in all event-related social media as "2018 CU Denver Block Party, Presented by . . ."
- Stage recognition of sponsorship at least 3 times throughout event
- Booth space with tent/table/ two chairs to promote business
- VIP seating area within event for up to twenty (20) people

\$3,000 - Entertainment Sponsor (one opportunity) - FULFILLED

The Entertainment Sponsor will receive:

- Logo displayed on banner on CU Denver stage backdrop (10'x5' banner on front of stage)
- Logo on all printed materials
- Logo on event website
- Name in event-related social media acknowledging sponsors
- Stage recognition of sponsorship at least 3 times throughout event
- Booth space with tent/table/ two chairs to promote business

\$2,000 – T-Shirt Sponsor (one opportunity)

The T-Shirt Sponsor will receive:

- Logo on t-shirts to be distributed at event
- Logo on event website
- Name in event-related social media acknowledging sponsors
- Booth space with tent/table/ two chairs to promote business

\$1,000 – Sustainability Sponsor (one opportunity)

The Sustainability Sponsor will receive:

- Logo on zero-waste stations and water fill station at event
- Logo on event website
- Name in event-related social media acknowledging sponsors
- Booth space with tent/table/ two chairs to promote business

\$750 - Supporting Sponsor

The Supporting Sponsor will receive:

- Logo on event website
- Name in event-related social media acknowledging sponsors
- Booth space with tent/table/ two chairs to promote business

\$500 – Food & Beverage Sponsor

The Food & Beverage Sponsor will receive:

- Logo on sponsored food truck coupons
- Logo on event website
- Name in event-related social media acknowledging sponsors

Statement of Intent to Sponsor

I am interested in becoming a Block Party sponsor for 2018

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Address: _____

Sponsorship Level: _____

Contributors will be invoiced upon receipt of this form. Please return as soon as possible to be included in all pre-event publicity:

University of Colorado Denver
Attn: Kelly Mason, Assistant Director of Events & Partnerships
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