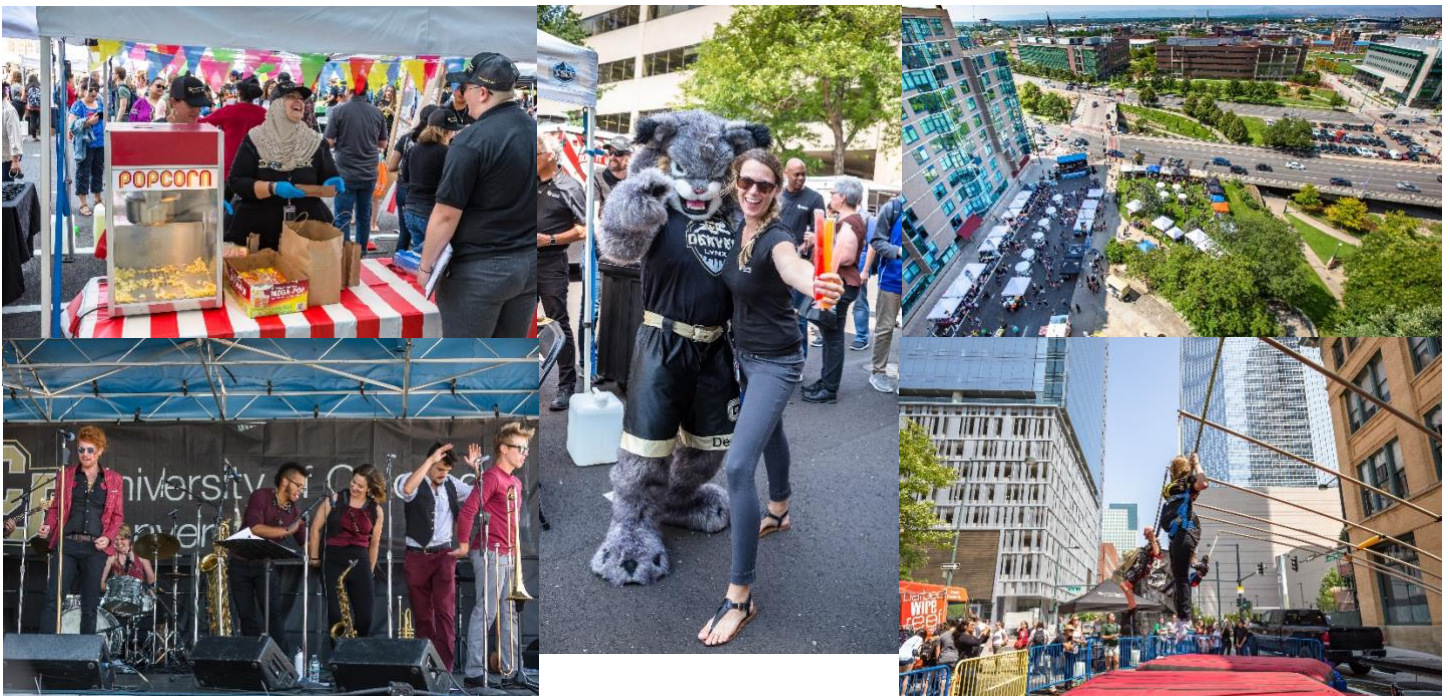




Event Overview

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 24, 2022 from 12 p.m.-3 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 10th year, and anticipating more than 3,500 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 The Burroughs, Wildermiss, Air Dubai, Petals of Spain, Bop Skizzum and My Body Sings Electric. The ever-popular DJ Chonz (a CU Denver alum) will once again be spinning in between sets and acting as emcee.



CU Denver benefits from strong partnerships with local businesses. In turn, local companies also benefit from their relationships with the university. To continue to offer this free, high-quality event to the public, we need support from sponsors. Sponsorship provides the opportunity to not only promote your business, but also truly support an excellent community event and CU Denver.

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 "2022 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

\$5,000 - Entertainment Sponsor (one opportunity)

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) - Fulfilled

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) - Fulfilled

The Sustainability Sponsor will receive:

- Logo on reusable giveaways 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 2022

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, Associate Director of Events
PO Box 173364
Campus Box 160
Denver, CO 80217