

Platinum Sponsors

# 2021 SPONSORSHIP **LEVELS**

Ducky Derby is the principal annual fundraiser of the Rotary Club of Aspen to support local youth groups and non-profits plus world service projects.

Silver Sponsors

at Cooper Avenue Mall Booth booth -

participation determined by COVID status

#### \$20,000 S10,000 S5\_000 S2\_500 S1.000 DONATIONS Prominent billing in all • Prominent billing in all Name recognition in Name recognition in Name recognition in marketing materials for Ducky Derby marketing materials for newspaper ads newspaper ads newspaper ads Ducky Derby • Listing as gold sponsor on Aspen Rotary's Listing as silver sponsor Listing as bronze Name recognition in newspaper ads and on Aspen Rotary's website Name recognition in sponsor on Aspen newspaper ads website Rotary's website Listing as In-Kind ticket papers sponsor on Aspen • Listing as platinum sponsor on Aspen Rotary's website Acknowledgement in Acknowledgement in Acknowledgement in Rotary's website thank you ads thank you ads Listing as title sponsor thank you ads on Aspen Rotary's Sponsorship Opportunity to present at a Rotary Club morning meeting Announcement as Listing as bronze website Announcement as Platinum Sponsor on Aspen Rotary Social Silver Sponsor on Aspen Rotary Social Media sponsor on Aspen Rotary's Social Media Announcement as Title Sponsor on Aspen Rotary Social Media event channels. channels Inclusion in 6 half page Media channels. Inclusion in 2 half page ads in the Aspen Times & inclusion in the wrap. ads in the Aspen Times • Inclusion in 4 half page channels. Opportunity to present at a Rotary Club & inclusion in the wrap. ads in the Aspen Times Opportunity to present at a Rotary Club & inclusion in the wrap. A \$7,334 value morning meeting \$5,056 value \$2,778 value Mentions on KSPN, The Lift, Hot 100.5 & Thunder 93.5 morning meeting Inclusion in 12 half page Mentions on KSPN, BYO Banner at the ads in the Aspen Times & inclusion in the wrap. The Lift, Hot 100.5 & Aspen Highlands · Radio interview to air on Thunder 93.5 local stations Banner recognition and Sponsorship \$14,560 value participation on the Aspen Rotary 4th of July BYO Banner at Aspen Inclusion in 14 half page acknowledgement • Inclusion in a minimum ads in the Aspen Times Highlands announced throughout & inclusion in the wrap. of 25 radio spots on float (seen by thousands event Sponsorship KSPN. The Lift. Hot of locals and visitors) - Poster board recognition at Cooper Avenue Mall Booth – participation determined by COVID A \$26,000 value acknowledgement 100.5 & Thunder 93.5. parade and participation determined by COVID · Inclusion in a minimum announced throughout A \$625 value of 50 radio spots on event status KSPN, The Lift, Hot Banner recognition and • Poster board recognition

- participation on the Aspen Rotary 4th of July float (seen by thousands of locals and visitors) – parade and participation determined by COVID status
- BYO Banner at Aspen Highlands
- · Poster board recognition at Cooper Avenue Mall Booth booth participation determined by COVID status
- BYO promotional material at Cooper Avenue Mall booth booth – participation determined by COVID status
- Sponsorship acknowledgement announced throughout event
- Booth at Aspen Highlands

Gold Sponsors

- BYO Banner at Aspen Highlands
- Poster board recognition at Cooper Avenue Mall Booth booth participation determined bv COVID status
- BYO promotional material at Cooper Avenue Mall booth booth – participation determined by COVID status
- Sponsorship acknowledgement announced throughout event
- · Shared booth at Aspen Highlands

# Bronze Sponsors

status

# In Kind

- Listing as a Sponsor on the Aspen Rotary's website and select print and newspaper ads
- acknowledgement announced throughout



- 100.5 & Thunder 93.5. A \$1.250 value Recognition on Main Street banner for two weeks - Title Sponsor **ONLY and Rotary Club of**
- Banner recognition and participation on the Aspen Rotary 4th of July float (seen by thousands of locals and visitors) – parade and participation determined by COVID status

Aspen!

Title Sponsor

- Banner on the Ducky Derby Cooper Avenue Mall Booth – participation determined by COVID status
- BYO promotional material at Cooper Avenue Mall booth participation determined by COVID status
- BYO Banner at Aspen Highlands
- · Poster board recognition at Cooper Avenue Mall Booth booth participation determined by COVID status
- Finish Line Sponsor recognition
- Sponsorship acknowledgement announced throughout event
- Booth at Aspen Highlands

# 2021 SPONSORSHIP PACKAGES

#### Please submit form with payment

### Title Sponsor \$20,000

- Prominent billing in all marketing materials for Ducky Derby
- Name recognition in newspaper ads and ticket papers
- · Listing as title sponsor on Aspen Rotary's website
- Announcement as Title Sponsor on Aspen Rotary Social Media channels. Opportunity to present at a Rotary Club morning meeting

- Radio interview to air on local stations
  Inclusion in 14 half page ads in the Aspen Times & inclusion in the wrap. A \$26,000 value
  Inclusion in a minimum of 50 radio spots on KSPN, The Lift, Hot 100.5 & Thunder 93.5. A \$1,250 value
  Recognition on Main Street banner for two weeks Title Sponsor ONLY and Rotary Club of Aspen!
- Banner recognition and participation on the Aspen Rotary 4th of July float (seen by thousands of locals and visitors) - parade and participation determined by COVID status
- Banner on the Ducky Derby Cooper Avenue Mall Booth participation determined by COVID status
   BYO promotional material at Cooper Avenue Mall booth participation determined by COVID status
- BYO Banner at Aspen Highlands
- Poster board recognition at Cooper Avenue Mall Booth booth participation determined by COVID status
- Finish Line Sponsor recognition
- Acknowledgement regularly announced from the amplified sound at Aspen Highlands Booth at Aspen Highlands

## Platinum Sponsors \$10,000

- · Prominent billing in all marketing materials for Ducky Derby
- Name recognition in newspaper ads
- · Listing as platinum sponsor on Aspen Rotary's website
- Announcement as Platinum Sponsor on Aspen Rotary Social Media channels.

- Opportunity to present at a Rotary Club morning meeting
  Inclusion in 12 half page ads in the Aspen Times & inclusion in the wrap. \$14,560 value
  Inclusion in a minimum of 25 radio spots on KSPN, The Lift, Hot 100.5 & Thunder 93.5. A \$625 value Banner recognition and participation on the Aspen Rotary 4th of July float (seen by thousands of locals and visitors) – parade and participation determined by COVID status
- BYO Banner at Aspen Highlands
- Poster board recognition at Cooper Avenue Mall Booth booth participation determined by COVID status
- BYO promotional material at Cooper Avenue Mall booth booth participation determined by COVID status
- Sponsorship acknowledgement announced throughout event
- Booth at Aspen Highlands

## **Gold Sponsors** \$5,000

- · Name recognition in newspaper ads
- Listing as gold sponsor on Aspen Rotary's website
  Acknowledgement in thank you ads
- Opportunity to present at a Rotary Club morning meeting
  Inclusion in 6 half page ads in the Aspen Times & inclusion in the wrap. A \$7,334 value
- Mentions on KSPN, The Lift, Hot 100.5 & Thunder 93.5
- · Banner recognition and participation on the Aspen Rotary 4th of July float (seen by thousands of locals and visitors) - parade and participation determined by COVID status • BYO Banner at Aspen Highlands
- Poster board recognition at Cooper Avenue Mall Booth booth participation determined by COVID status
- BYO promotional material at Cooper Avenue Mall booth booth participation determined by COVID status
   Sponsorship acknowledgement announced throughout event
- Shared booth at Aspen Highlands

### Silver Sponsors \$2,500

- Name recognition in newspaper ads
  Listing as silver sponsor on Aspen Rotary's website
- Acknowledgement in thank you ads
- Announcement as Silver Sponsor on Aspen Rotary Social Media channels.
- Inclusion in 4 half page ads in the Aspen Times & inclusion in the wrap. \$5,056 value
   Mentions on KSPN, The Lift, Hot 100.5 & Thunder 93.5
- BYO Banner at Aspen Highlands
- · Sponsorship acknowledgement announced throughout event
- Poster board recognition at Cooper Avenue Mall Booth booth participation determined by COVID status

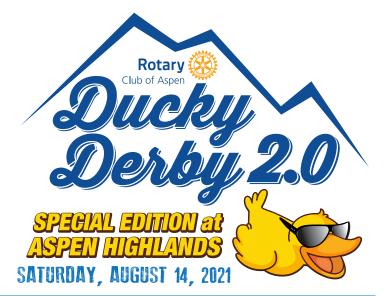
## Bronze Sponsors \$1,000

- Name recognition in newspaper ads
- Listing as bronze sponsor on Aspen Rotary's website
- Acknowledgement in thank you ads
  Listing as bronze sponsor on Aspen Rotary's Social Media channels
- . Inclusion in 2 half page ads in the Aspen Times & inclusion in the wrap. \$2,778 value
- BYO Banner at the Aspen Highlands
- Poster board recognition at Cooper Avenue Mall Booth participation determined by COVID status

### Sponsorship acknowledgement announced throughout event

## In Kind Donations

- . Listing as a Sponsor on the Aspen Rotary's website and select print and newspaper ads
- Listing as In-Kind sponsor on Aspen Rotary's website
   Sponsorship acknowledgement announced throughout event



#### **Contact Info**

DONOR NAME (EXACTLY AS YOU WANT FOR PRINTED MATERIAL)

ADDRESS

CONTACT NAME

**OFFICE PHONE** 

**CELL PHONE** 

SPONSORSHIP AMOUNT AND LEVEL

#### TITLE, PLATINUM & GOLD SPONSORS ONLY:

□ YES, INCLUDE MY LOGO IN WEB ADVERTISING

SEND LOGO (.EPS, .JPG OR .PNG FILE FORMAT) TO: LO@CORE-SVC.COM

**Payment Info** 

(payable to: Rotary Club of Aspen)

#### TOTAL AMOUNT

□ SEND INVOICE

**RETURN FORM TO:** ROTARY CLUB OF ASPEN PO BOX 1527 ASPEN, CO 81612 LO@CORE-SVC.COM



Ducky Derby is the principal annual fundraiser of the Rotary Club of Aspen to support local youth groups and non-profits plus world service projects.

Rotary Club of Aspen is a 501(c)(4) organization. Sponsorships are considered a business expense. If you would like to make a tax deductible charitable contribution, payment should be made to Aspen Rotary Club Foundation. Please contact Lorraine Ohanesian at LO@core-svc.com or (970) 236-1700 for the proper form to submit.

EMAIL