



## Event Overview

The 10<sup>th</sup> annual University of Colorado Anschutz Medical Campus Block Party will be held on Wednesday, September 18, 2024, in the heart of the CU Anschutz Medical Campus. This free event is a community-building festival designed to pull together all CU Anschutz Medical Campus students, clinicians, researchers and staff from the university, Children’s Hospital Colorado, University of Colorado Hospital and CU Medicine – numbered at more than 17,000 employees and 4,000 students. 2013’s inaugural event attracted nearly 2,000 people over three hours and was deemed a huge success by all who participated. The 2023 Block Party was the biggest ever, with 140 booths, more than 3,500 attendees, and a musical performance by special guest Esmé Patterson.



The Block Party is held in Bonfils Circle on the south side of the Fitzsimons Building, conveniently located in the middle of the campus. Attendees at past events experienced a variety of interactive and informative booths showcasing the campus’s units and introducing them to external community partners. We’ve featured live music by great local bands such as Atomga, The Belle Jar, Pandas and People, Wildermis, New Currency, IzCalli and The Epilogues, dance performances and a mountain bike stunt show. Attendees have enjoyed food from some of Colorado’s most popular food trucks and local restaurants. Activities such as a mobile zip line, ropes course, corn hole, ladder toss, volleyball and inflatable games provided endless opportunities to relax and have fun in the late summer sunshine.

The University of Colorado Anschutz Medical Campus 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 campus community, we value support from sponsors. Sponsorship provides the opportunity to not only promote your business and make valuable connections, but truly support an excellent community event and CU Anschutz Medical Campus.

## Event Sponsorship Levels and Benefits

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

- Recognition as Presenting Sponsor
- Logo displayed on banner on main stage backdrop
- Featured logo on all printed materials, including yard signs, event directory, t-shirts, flyers as “Presented by . . .”
- Logo on all press releases as “Presented by . . .”
- Logo on event website as “Presented by . . .”
- Name in all event-related communications as “2024 CU Anschutz Medical Campus Block Party, Presented by . . .”
- Stage recognition of sponsorship at least 3 times throughout event
- Preferred booth location at event
- Complimentary campus parking
- 10’x10’ tent rental for booth
- Covered VIP seating area within event for up to twenty (20) people

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

- Recognition as Entertainment Sponsor
- Logo displayed on banner on Main Stage backdrop
- Featured logo placement on all printed materials, including yard signs, event directory, volunteer t-shirts, flyers
- Logo on event website
- Name in event-related communications acknowledging sponsors
- Stage recognition of sponsorship at least 3 times throughout event
- Preferred booth location at event
- Complimentary campus parking
- 10’x10’ tent rental



### **\$2,500 - Community Sponsor**

- Recognition as Community Sponsor
- Logo on all printed materials, including yard signs, event directory, volunteer t-shirts, flyers
- Logo on event website
- Name in event-related communications acknowledging sponsors
- Preferred booth location at event
- Complimentary campus parking
- 10’x10’ tent rental

### **\$1,500 - Supporting Sponsor**

- Recognition as Supporting Sponsor
- Logo on yard signs and event directory
- Logo on event website
- Name in event-related communications acknowledging sponsors
- Complimentary campus parking
- Preferred booth location at event

### **\$500+ – Food & Beverage Sponsor**

- Recognition as Food & Beverage Sponsor
- Logo on 100+ student food coupons (\$5 off at food vendors) to distribute at your booth
- Logo on event website
- Name in event-related communications acknowledging sponsors
- Standard booth (8 ft. table and two chairs) at event

## Statement of Intent to Sponsor

**I'd like to sponsor the 2024 CU Anschutz Medical Campus Block Party.**

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Address: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Sponsors will receive an agreement and invoice upon receipt of this form. Please return as soon as possible to be included in all pre-event promotional items:

University of Colorado Anschutz Medical Campus  
Attn: Zack Strober, Sr. Director of Events  
13001 E. 17<sup>th</sup> Place, C8000D  
Mailstop F575  
Aurora, CO 80045