

# Save *the* 2018 *Ales*

Our Water. Our Beer. Our Future.

## Sponsor Packet

Thursday, August 9th, 2018  
Mile High Station | Denver, Colorado



Conservation Colorado



Conservation Colorado is a statewide grassroots organization working to protect Colorado's environment and quality of life by mobilizing people and electing conservation-minded policy makers. Our priority issues include addressing climate change, transitioning to a clean energy future, protecting our rivers and outdoor heritage, and saving our few remaining public wildlands. **Join us - the future is worth the fight!**

**Save** the  
2018  
**Ales**

**Our Water. Our Beer. Our Future.**



We strive to bring awareness to the uncertain future of our state's water through a common pastime: enjoying the unique craft beer Colorado breweries have to offer. Colorado supplies water for multiple states downstream, and the supply is already falling short of the demands placed on our rivers.

As the main ingredient in beer, water is the lifeblood of an industry that contributes \$1.7 billion to the Colorado economy alone. Each day, Conservation Colorado educates citizens on how to be stewards of water, collaborates with lawmakers to protect water at the policy level, and encourages people to stand up for the basic human right to clean, healthy water for all.

Now in its eighth year, Save the Ales has become a staple of the young conservationist crowd. It's a night to raise a glass with friends while raising funds to protect, conserve, and ensure a future with plenty of clean water for all Coloradans.

[www.conservationco.org/savetheales](http://www.conservationco.org/savetheales)



# Advertising Impressions



@ConservationColorado  
26,700 + Followers



[www.conservationco.org](http://www.conservationco.org)  
8,900 + Web Visitors per Month



@ConservationColorado  
2,100 + Followers



30,000 + Email Audience



@ConservationCo  
5,200 + Followers



40,000 + Membership

**400 Attendees in 2017 - 15% Increase from 2016**

## Age Range

23 to 65 years old

## Gender

40% Female | 60% Male



# Sponsorship Benefits

As a sponsor of Save the Ales, your company will demonstrate its commitment to driving environmental responsibility and stewardship forward. Working with the largest and most successful state-level nonprofit also showcases the genuine commitment your company has to enriching and investing in the communities in which it operates.

	<b>Presenting Sponsor</b> <b>\$5,000</b> <b>Exclusive Level</b>	<b>VIP Lounge</b> <b>\$3,000</b> <b>Exclusive Level</b>	<b>Wild &amp; Scenic</b> <b>\$2,500</b>	<b>Confluence</b> <b>\$1,000</b>	<b>Basin</b> <b>\$500</b>	<b>Whitewater</b> <b>\$250</b>
Sponsor's 75 word bio/company profile on Conservation Colorado website, linked from Save the Ales webpage	X	X				
Sponsor's 75 word bio/company profile inclusion in event emails	X	X				
Recognition on Conservation Colorado's corporate partner webpage year-round	X	X	X	X		
Exposure on souvenir glasses	Featured logo	Logo	Name			
Inclusion on event signage	Featured logo	Logo	Logo			
T-Shirt	Large logo	Medium Logo	Small logo	Name		
Customizable social media package**	X	X	X	X	X	X
Standard package	8 Tweets (4 promoted)	6 Tweets (3 promoted)	6 Tweets (1 promoted)	4 Tweets (1 promoted)	4 Tweets	2 Tweets
	3 Facebook posts (2 promoted)	3 Facebook posts (1 promoted)	2 Facebook posts (1 promoted)	2 Facebook posts (1 promoted)	2 Facebook posts	1 Facebook post
	2 Instagram posts & 1 story feature	1 Instagram post & 1 story feature	1 Instagram post & 1 story feature	2 Instagram posts	1 Instagram post	1 Instagram post
Featured on slideshow at event	Featured logo	Featured logo	Large logo	Medium logo	Small logo	Name
VIP ticket(s) to event (valued at \$75/ea)	8	6	6	4	2	
Recognition in Save the Ales event emails*	Featured logo	Featured logo	Large logo	Medium logo	Small logo	Name
Recognition on Save the Ales event webpage	Featured logo	Featured logo	Large logo	Medium logo	Small logo	Name
8' table at event	X	X	X	X	X	X

\*Email list has over 40,000 active members

\*\*Tailored social media exposure across Conservation Colorado's various platforms, including Twitter, Facebook, and Instagram.

**Benefits begin once payment has been received**

**We want to ensure that this sponsorship is mutually beneficial and furthers the goals of your company. If you'd like to discuss any of these sponsorship benefits, please contact Grace Randazzo [grace@conservationco.org](mailto:grace@conservationco.org) or 303-405-6722**

*This contribution is a non-tax deductible gift to support the organization's advocacy efforts.  
If you would prefer that your sponsorship be tax-deductible, please contact Grace.*