



Butterfly Ball Colorado



**Colorado's biggest night
for pollinator conservation.**

Saturday, August 19, 2023

Omni Interlocken Hotel

ButterflyBallColorado.org



**BUTTERFLY
PAVILION**



**ASSOCIATION
OF ZOOS &
AQUARIUMS**

Sponsorship Opportunities



BUTTERFLY PAVILION

Butterfly Pavilion Butterfly has been part of the Colorado community since 1995 and is the first Association of Zoos and Aquariums (AZA)-accredited, stand-alone, non-profit invertebrate zoo in the world.

At Butterfly Pavilion, we transform the way people think about invertebrates. These small but mighty animals that surround us are so much more than people think. They are everywhere because everything depends on them.

1 of 3

bites of food we eat are thanks to pollinators.

\$40B

of products in the US come from insect pollinated crops.

97%

of all animal species on Earth are invertebrates.





Butterfly Ball Colorado

Date: Saturday, August 19, 2023

Time: 6:00 p.m.

Location: Omni Interlocken Hotel

Attire: Butterfly Inspired Formal

Attendance: 500 guests

Join us at a gala like no other, including a magical stroll through the **Monarch Menagerie** full of live monarch butterflies.

Enjoy a champagne welcome, cocktail reception, silent and live auctions, seated dinner, and dancing.





Butterfly Ball
Colorado



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Sponsor Options



**BUTTERFLY
PAVILION**



Presenting Sponsor - \$50,000

(Exclusive) Title sponsor recognition of entire event, logo on step and repeat wall, speaking opportunity, banner recognition at event, thanked individually via social media, 3 VIP Tables (30 people), premier seating, table stanchion recognition, 2 page spread ad in event program, custom behind-the-scenes tour for 10 people, 30 Butterfly Pavilion general admission tickets, logo included in marketing before and after event, and logo on digital and physical all-sponsor signage/graphics.



Platinum Sponsor - \$25,000

(Multiple) Banner recognition at event, thanked individually via social media, 2 VIP Tables (20 people), premier seating, table stanchion recognition, full page ad in event program, custom behind-the-scenes tour for 6 people, 20 Butterfly Pavilion general admission tickets, logo included on marketing before and after event, and logo on digital and physical all-sponsor signage/graphics.



Gold Sponsor - \$10,000

(Multiple) 1 Table (10 people), table stanchion recognition, half page ad in event program, 15 Butterfly Pavilion general admission tickets, custom behind-the-scenes tour for 4 people, logo included on marketing before and after event, and logo on digital and physical all-sponsor signage/graphics.



Silver Sponsor - \$5,000

(Multiple) 1 Table (10 people), table stanchion recognition, 1/4 page ad in event program, 10 Butterfly Pavilion general admission tickets, name included on marketing before and after event, and name on digital and physical all-sponsor signage/graphics.



Corporate Table Sponsor - \$2,500

(Multiple) 1 Table (10 people), table stanchion recognition, name recognized in event program, name recognition post event, and 10 Butterfly Pavilion general admission tickets.

Sponsorship Experiences

(\$5K+ will receive Silver Sponsor level marketing benefits listed above)

- Monarch Menagerie Sponsor - \$15,000
- Bar Sponsor (All bars) - \$15,000
- Rosie Experience Sponsor - \$10,000
- VIP Experience Sponsor - \$10,000
- Check-in Sponsor - \$10,000
- Photo Booth Sponsor - \$10,000
- Entertainment Sponsor - \$5,000
- Best Dressed Sponsor - \$5,000

Butterfly Ball Colorado Marketing Benefits and Logo Inclusion	PRESENTING SPONSOR \$50,000	PLATINUM SPONSOR \$25,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000	CORPORATE TABLE SPONSOR \$2,500
PRE-EVENT RECOGNITION					
Named as presenting sponsor; "xxx Presents: Butterfly Ball Colorado"	★				
Choice of Sponsorship Activation below	★				
Recognition in individual post via social media (62,000 followers)	★	★			
Recognition in carousel post via social media (62,000 followers)			★	★	
Recognition in printed event invitation (3,000 recipients)	Logo	Logo	Logo	Name	
Recognition in digital event invitation (56,000 recipients)	Logo	Logo	Logo	Name	
Recognition in Butterfly Pavilion e-newsletter (56,000 recipients)	Logo	Logo	Logo	Name	
Recognition on Butterfly Pavilion event webpage	Logo	Logo	Logo	Name	
Recognition on Butterfly Ball Colorado website Sponsors Page	Logo & Link	Logo & Link	Logo & Link	Name & Link	
Complimentary Butterfly Pavilion General Admission Tickets	30	20	15	10	10
ONSITE RECOGNITION					
Complimentary seats at event	3 VIP Tables (30 Seats)	2 VIP Tables (20 Seats)	1 Table (10 Seats)	1 Table (10 Seats)	1 Table (10 Seats)
Speaking opportunity at event	★				
Logo on Step and Repeat Wall	★				
Premier seating	★	★			
Banner recognition at event	★	★			
Recognition in printed event program	Logo	Logo	Logo	Name	Name
Printed ad in event program	2 Page Spread	Full Page	Half Page	1/4 Page	
Recognition on screen during event program	Logo	Logo	Logo	Name	
Table stanchion recognition	Logo	Logo	Logo	Logo	Logo
Opportunity to include gift in VIP gift bag	★	★	★	★	★
Opportunity to donate branded gift basket or items for silent auction	★	★	★	★	★
POST EVENT RECOGNITION					
Custom Behind-the-scenes Tour with Butterfly Pavilion Zookeepers	10 guests	6 guests	4 guests		
Recognition in post event thank you email to attendees	Logo	Logo	Logo	Name	Name
Recognition in 2022 Annual Report	★	★	★	★	
Thanked in Butterfly Pavilion e-newsletter post event (56,000 recipients)	★	★	★	★	★
SPONSORSHIP ACTIVATIONS (INCLUDES SILVER BENEFITS)					
<i>Monarch Menagerie Sponsor</i> - Logo featured on tent of live Monarchs and pre-event email	\$15,000				
<i>Bar Sponsor</i> - All bars - Logo featured on area signage and pre-event email	\$15,000				
<i>Rosie Experience Sponsor</i> - Logo featured on area signage and pre-event email	\$10,000				
<i>VIP Experience Sponsor</i> - Logo featured on area signage, bags, pre-event email, VIP reception	\$10,000				
<i>Check-in Sponsor</i> - Logo featured on area signage and pre-event email	\$10,000				
<i>Photo Booth Sponsor</i> - Logo featured on area signage and pre-event email	\$10,000				
<i>Entertainment Sponsor</i> - Logo featured on stage/verbally recognized and pre-event email	\$5,000				
<i>Best Dressed Sponsor</i> - Logo featured on stage and verbally recognized and pre-event email	\$5,000				
SPONSORSHIP ADD-ONS					
<i>Program Ad Sponsor</i>	\$2,000	\$1,500	\$1,000	\$500	
Ad sizes	2 Page Spread	Full page	1/2 page	1/4 page	
<i>VIP Experience Sponsorship - Add On</i>	Included	Included	\$600	\$600	\$300
DEADLINES					
Deadline for logo inclusion on Save The Date April 28, 2023					
Deadline for logo inclusion on invitation June 1, 2023					
Deadline for logo inclusion on event signage Jul 28, 2023					
Deadline for ad in event program Jul 28, 2023					
Deadline for guest list Aug 4, 2023					

Sponsorship Commitment Form

Yes, we would love to sponsor Butterfly Ball Colorado!

Company Name :

Contact Name:

Billing Address:

Contact Email:

Contact Phone:

Sponsorship

- Presenting Sponsor - \$50,000
- Platinum Sponsor - \$25,000
- Gold Sponsor - \$10,000
- Silver Sponsor - \$5,000
- Corporate Table Sponsor - \$2,500

Sponsorship Experiences

- Monarch Menagerie Sponsor - \$15,000
- Bar Sponsor (All bars) - \$15,000
- Rosie Experience Sponsor - \$10,000
- VIP Experience Sponsor - \$10,000
- Check-in Sponsor - \$10,000
- Photo Booth Sponsor - \$10,000
- Entertainment Sponsor - \$5,000
- Best Dressed Sponsor - \$5,000

VIP Gift Bags & Silent Auction

- I plan on giving gifts for VIP Bags (estimated 160 items)
- I plan on giving a silent auction basket or item

TOTAL SPONSORSHIP AMOUNT:

Payment: How would you like to pay? We will follow up with you directly to pay with your preferred method.

- Please Invoice Us**
- We will mail a check**
- ACH**
- Credit Card**



**BUTTERFLY
PAVILION**

Please submit form to:

Katie Johnson
Director of Community Relations
720.728.6139
kjohnson@butterflies.org

6252 W. 104th Avenue
Westminster, CO 80020



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