

>>>>> **PLAY Education**

Event Sponsorship

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Tales from the Mine: Drag and Drafts Fundraiser for P.L.A.Y. Education at The Old Mine

*“Every child deserves an environment where they can learn, grow and thrive; just as they are.”
-Shannon Milliken, Founder of The P.L.A.Y. Education Corporation*

Imagine walking into a space where you are meant to learn and grow, yet every sign tells you:

“You don’t belong” or “You are not enough”.

This is the painful reality for too many of our children.

Systemic barriers - whether due to race, income, identify or lack of access - don’t just hinder learning; they endanger lives. These obstacles harm mental and emotional health and leave too many young people feeling invisible, unsupported and hopeless.

At the P.L.A.Y. (Please. Learn. As. You.) Education Corporation [PLAY Education], we are working to change that. We are dedicated to creating spaces where every child can learn, grow, and thrive—just as they are. Using a data-driven, whole-child approach, we support the well-being and academic success of all children, while removing systemic barriers that disproportionately impact marginalized communities and vulnerable youth.

We invite you to sponsor this exciting event on **July 17th at The Old Mine in Erie, Colorado**, which blends powerful storytelling with the joy and brilliance of drag performance.

What’s Happening:

- 11:30 AM – Drag Story Hour: A warm, family-friendly gathering featuring drag performers of all genders, sharing stories that spark imagination and nurture inclusive values.
- 6:00 PM – Evening Drag Show (18+): An electrifying evening of bold performances, glitter, and unapologetic joy—perfect for grown-up fans of fabulous drag artistry.
- All Day Long: Special Menus and Cocktails celebrating LGBTQIA+ pride

This is more than an event – it’s a movement. A chance to stand for equity, allyship and community-centered support for LGBTQIA+ youth and other vulnerable children and marginalized communities - all year long.

Why Sponsor?

- Make a statement: Show your values by standing for inclusion and youth empowerment
- Affordable for all: We’ve designed low-cost options so small businesses can contribute meaningfully.
- Visibility & recognition: Get spotlighted in event materials, social media, and more.
- Support what’s being cut: As other systems reduce support, leadership like yours matters more than ever.

We expect 750–1,000 attendees thanks to:

- The prime location for Thursday foot traffic + the buzzing Erie Farmers Market
- Our track record of successful, high attendance events
- A partner LGBTQIA+ nonprofit whose last event drew 3,000+ guests just across the street
- Our featured drag performers are affiliated with Denver’s largest LGBTQIA+ nonprofit bringing region-wide credibility and visibility.

Sponsorship Opportunities:

	Event Material Promotion	Social Media Promotion	Public Recognition During Event	Exclusive Engagement Opportunities	Additional Benefits
Allyship Partner (Wine Pull Sponsor) \$25	Customized tag with business name/logo on a bottle of wine	Included on a group social media post thanking our Wine Pull Sponsors	N/A	N/A	N/A
Education Advocate \$50	Business name/logo displayed on all event promotion	A shoutout on social media thanking your business for sponsoring event	Public recognition during Drag Story Hour (lunch)	N/A	N/A
Community Champion \$100	Business name/logo displayed on event promotion, and impact reports	A social media spotlight post featuring your business as a sponsor	Public recognition during the Drag Show (dinner)	Opportunity to provide branded giveaways during the event	N/A
Changemaker Sponsor \$250	Business name/logo displayed on event promotion, materials, impact reports and website	A featured post across various social media platforms highlighting your business as a top sponsor	Public recognition during Drag Story Hour and the Drag Show	2–3-minute speaking opportunity at the event	VIP Seating for 2 people at the Drag Queen Show event (Limited)

Contact and Information:

To arrange a sponsorship, please contact:

- Administrative Manager, Jackie Farrell at jackie.theplayedcorp@gmail.com
- Community Outreach Representative, Keeley Farrell at keeley.theplayedcorp@gmail.com

Website: www.theplayedcorp.com

Sponsorship Deadline:

To receive full sponsorship benefits, we kindly ask for your commitment by **Friday, July 11th**

*Thank you for considering this opportunity to celebrate identity authenticity, empower communities, and build a more inclusive future for youth.
We look forward to partnering with you!*