



# the Denver Winter Ball

A black-tie event raising funds to help children  
and families facing hunger across Colorado

7:00 pm  
to  
10:00 pm

December  
13th

University  
Club of  
Denver

OFFICIAL 2025 SPONSORSHIP PACKAGE



## INTRODUCTION

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# WHAT IS THE DENVER WINTER BALL AND HOW DOES IT HELP



The Denver Winter Ball is an annual black-tie affair raising money to help children and families facing hunger across Colorado. Our guests enjoy live entertainment, delicious food, open bar, an impactful giving experience, and several fun activities throughout the evening.

EACH YEAR THE DENVER WINTER BALL BENEFITS  
THE FOOD BANK OF THE ROCKIES

Denver Winter Ball is put on by the Making An Impact Foundation. Making An Impact is a certified non-profit organization founded right here in Colorado. We are dedicated to helping those throughout our state facing hunger. Our mission is to raise money to provide healthy food to those facing food scarcity across Colorado. And our motto is *party with a purpose!*



## HUNGER IN COLORADO

# YOU KNOW WHAT IT'S LIKE TO BE *HANGRY*

You're irrational and unreasonable. But what if you were 9 years old, hungry, angry, and lacking awareness to identify it or the resources to address it? Would you still be hangry? Or just plain hungry?



EVERY DAY IN COLORADO, 1 IN 7 CHILDREN DO NOT KNOW  
WHEN OR WHERE THEY'LL GET THEIR NEXT MEAL

Helping children and families facing food insecurity can result in improved education, reduced homelessness, and fewer health and behavioral issues.

What's more, programs that help children can also help families stretch their grocery budgets – generating hope and greater economic parity.

- 43% increase in demand for food assistance since the pandemic
- 60% of kids are eligible for free or reduced school lunch due to income
- 1 in 7 kids are at risk of going hungry



## WHY SPONSOR?

# HELP A GREAT CAUSE AND CONNECT WITH AN AFFLUENT AUDIENCE



Our annual fundraiser is an elegant black-tie event aimed at attracting Denver's most prestigious guests. Our attendees are prominent community members, business owners, politicians, and affluent residents from all around Denver, Cherry Hills, and the Front Range.

We offer highly desired sponsorship opportunities, such as category exclusivity and custom brand activation, to make sure that your brand is not only noticed but given an opportunity to interact with our audience in a positively memorable way.

### Our Guests

- 35-65
- \$200k-\$1M+ AHI
- Denver, Cherry Hills, Front Range
- Business owners, politicians, VIP and C-Suite



## WHERE DOES YOUR MONEY GO

# DENVER WINTER BALL BENEFITS FOOD BANK OF THE ROCKIES



**100% of all profits from donations, sponsorships, ticket sales, and auction items goes our partner, the Food Bank of the Rockies.**

- Every \$1 in profit creates 3 meals for those in need.
- Across Colorado, Food Bank of the Rockies is able to distribute meals through their vast network.
  - 596 Hunger Relief partners
  - 49 Mobile Pantries
  - 110 Everyday Eats partners
  - 134 Food for Kids partners

**Making An Impact is run by 100% volunteers and all profits go to ensure meals are delivered into the hands of those who need it.**



# PRESENTING Sponsor

## Benefits:

- **Exclusive Naming Rights**  
Event referred to as "Denver Winter Ball presented by [Sponsor]"
- **Prominent Branding**  
Logo on all event materials (print, web, social, signage, banners, etc.)
- **Speaking Opportunity**  
Keynote or main stage speaking slot
- **Digital and Social Media Recognition**  
Featured in pre-, during, and post-event promotions
- **Press Coverage**  
Mention in all press releases and media interviews
- **Complimentary Tickers**  
10 Main Event tickets

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**\$10,000**



# PLATINUM Sponsor

## Benefits:

- **Prominent Branding**  
Logo on all event materials (print, web, social, signage, banners, etc.)
- **Speaking Opportunity**  
Main stage speaking slot
- **Digital and Social Media Recognition**  
Regular promotion leading up-to, during, and after the event
- **Press Coverage**  
Mention in all select media materials
- **Complimentary Tickers**  
8 Main Event tickets

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**\$5,000**



# GOLD Sponsor

## Benefits:

- **High-Visibility Branding**  
Logo on all website, signage, social media, and select print materials
- **Digital and Social Media Recognition**  
Acknowledgement in event digital and social materials
- **Complimentary Tickers**  
4 Main Event tickets

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**\$2,500**



# SILVER Sponsor

## Benefits:

- **Logo Placement**  
Included on website, social, signage, and select print materials
- **Digital and Social Recognition**  
Thank you and event-related messaging
- **Complimentary Tickers**  
2 Main Event tickets

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**\$1,000**





# the Denver Winter Ball

THANK YOU FOR YOUR CONSIDERATION

Please contact Ben Gonzalez or Rob Tait with  
any questions. We look forward to your  
sponsorship and helping those in need together!

[www.DenverWinterBall.com](http://www.DenverWinterBall.com)

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