

CHAMPIONSHIP LEGACY WEEKEND

35th Anniversary CU & Georgia Tech Sponsorship Package

August 29-30, 2025 | Boulder, Colorado

Executive Summary

Join us for an unprecedented celebration of college football history as the University of Colorado Buffaloes and Georgia Tech Yellow Jackets commemorate the 35th anniversary of their shared 1990 national championship. This exclusive weekend brings together two powerhouse alumni networks for a charity event benefiting The Buff Club and The Tech Way NIL Collective.

Event Highlights:

- Friday, August 29: Game Day Tailgate & CU vs. GT Football Game at Folsom Field
- Saturday, August 30: Exclusive Gala Dinner & Auction at Byron R. White Club + Rooftop Afterparty
- Expected Attendance: 150-200 high-net-worth alumni and business leaders
- Fundraising Goal: \$500,000+ for student-athlete NIL support

Why Partner With Us?

Exceptional Alumni Demographics

Colorado Buffaloes Network:

- 243,000+ total alumni with median income of \$79,000
- 33% of fans have household income of \$100,000+
- 72% have college degrees or higher
- 83% homeownership rate with 66% owning homes valued above \$200,000
- Strong presence in high-growth tech and business sectors

Georgia Tech Yellow Jackets Network:

- Alumni starting salaries averaging \$85,000-\$90,000
- 89% of student body from affluent backgrounds
- Leading engineering and technology talent pipeline
- CREATE-X program producing \$2B+ in startup value

- Strong representation in Fortune 500 leadership

Powerful Reach & Engagement

- Combined social media reach: 1M+ followers across platforms
- Regional media coverage in Denver and Atlanta markets
- Alumni networks spanning major business hubs nationwide
- Exclusive access to engaged, successful professionals

Proven ROI Metrics

- Brand exposure tracking through digital analytics
- Media value measurement across all touchpoints
- Direct lead generation opportunities
- Post-event impact reporting with detailed metrics

Sponsorship Investment Levels

TITLE SPONSOR - \$100,000

"The [Your Company] Championship Legacy Weekend"

Limited to One (1) Exclusive Partner

Premium Benefits:

- **Exclusive Naming Rights** for entire weekend
- **Two Premium Tables** (20 seats total) at gala with 1990 championship legends
- **Private VIP Experience** with Coach Prime and GT leadership
- **Game Day VIP Package** (10 tickets + 4 field passes)
- **Maximum Brand Exposure:**
 - Logo on all marketing materials and digital assets
 - Stage naming rights and backdrop branding
 - Full-page inside cover advertisement in commemorative program
 - Featured in 15 dedicated social media posts
 - Press release prominence and media interviews
- **Custom Activation Opportunities** throughout weekend
- **Comprehensive ROI Reporting** with detailed analytics

Estimated Brand Value: \$125,000+

PRESENTING SPONSOR - \$50,000

"Championship Legacy Partner"

Limited to Two (2) Partners

Key Benefits:

- **Premium Table** (10 seats) with 1990 championship player hosting
- **VIP Access** to all weekend events and exclusive receptions
- **Game Day Package** (8 tickets + premium parking)
- **Prominent Brand Placement:**
 - Logo on stage backdrop and auction materials
 - Half-page advertisement in commemorative program
 - 10 social media features across CU/GT channels
 - Branded signage at tailgate and gala venues
- **Speaking Opportunity** during Saturday gala program
- **Custom Activation Space** at tailgate event

Estimated Brand Value: \$62,500+

GOLD SPONSOR - \$25,000

"1990 Champions Circle"

Limited to Four (4) Partners

Benefits Include:

- **Reserved Table** (8 seats) at championship gala
- **Game Day Tickets** (4 premium seats)
- **Brand Recognition:**
 - Logo placement on digital displays and event signage
 - Quarter-page advertisement in commemorative program
 - 5 social media mentions across platforms
 - Recognition during live auction presentation
- **Tailgate Activation** with branded games/displays

Estimated Brand Value: \$31,250+

SILVER SPONSOR - \$10,000

"Ralphie's Society"

Limited to Eight (8) Partners

Benefits Include:

- **Table for Six** at championship gala
- **Game Tickets** (2 general admission)
- **Program Recognition:**
 - Logo in event program and on website
 - 2 social media features
 - Name recognition during event
- **Networking Access** to alumni reception

Estimated Brand Value: \$12,500+

COMMUNITY PARTNER - \$5,000

"Buff & Jacket Alliance"

Unlimited Availability

Benefits Include:

- **Four Gala Tickets** with preferred seating
- **Digital Recognition:**
 - Company name on event website
 - Listing in commemorative program
 - 1 social media acknowledgment
- **Alumni Network Access** for future opportunities

Estimated Brand Value: \$6,250+

Regional Partnership Opportunities

Denver/Boulder Area Focus

Target Companies: Arrow Electronics, DISH Network, Ball Corporation, VF Corporation, DaVita, Newmont, Liberty Media, DCP Midstream, Laws Whiskey House, Oskar Blues Brewery

Value Proposition:

- Direct access to 40,000+ CU alumni in Denver metro
- Partnership with Colorado's flagship university

- Alignment with outdoor lifestyle and innovation culture
- Connection to growing tech and energy sectors

Atlanta Area Focus

Target Companies: Home Depot, UPS, Delta Air Lines, Coca-Cola, Southern Company, NCR Corporation, Mailchimp, ASW Distillery, SweetWater Brewing

Value Proposition:

- Access to elite Georgia Tech engineering and business talent
- Partnership with leading technology education institution
- Connection to Fortune 500 executive network
- Alignment with innovation and entrepreneurship focus

Activation Opportunities

Tailgate Experience (Friday, August 29)

- **Branded Gaming Zones:** Cornhole, football toss, VR experiences
- **Product Sampling Stations** with branded tents
- **Media Row Participation** with sports radio interviews
- **Alumni Meet & Greet** opportunities
- **Social Media Integration** with real-time content

Championship Gala (Saturday, August 30)

- **Cocktail Reception Sponsorship** with branded bars
- **Auction Item Integration** featuring company experiences
- **Speaking Opportunities** to address influential audience
- **Premium Networking** with university leadership
- **Content Creation** for ongoing marketing use

Digital & Media Activations

- **Live Streaming** sponsorship opportunities
- **Social Media Takeovers** on event accounts
- **Email Marketing** to combined alumni databases
- **Website Integration** with sponsor content
- **Post-Event Content** featuring partnership highlights

Measurement & ROI Tracking

Comprehensive Analytics Package

Included with All Sponsorship Levels \$25,000+:

Brand Exposure Metrics:

- Logo impression tracking across all touchpoints
- Media value calculation using industry standards
- Social media reach and engagement analytics
- Website traffic attribution and conversion tracking

Audience Engagement Metrics:

- Event attendance and demographic analysis
- Lead generation and contact acquisition
- Survey feedback and brand awareness measurement
- Social media sentiment analysis

Business Impact Metrics:

- Direct sales attribution where applicable
- Partnership inquiry tracking
- Alumni network engagement measurement
- Long-term brand association benefits

Post-Event Deliverables:

- Comprehensive ROI report with visual analytics
- High-resolution event photography featuring sponsor presence
- Video testimonials and content for future marketing
- Alumni contact database (where permitted)
- Recommendations for ongoing partnership opportunities

Event Details & Logistics

Venue Information

Byron R. White Club, Folsom Field

- **Premium Location:** Floor-to-ceiling windows with Flatirons mountain views
- **Capacity:** 150-200 guests in elegant club setting
- **Amenities:** Full catering kitchen, AV capabilities, rooftop terrace access

- **Prestige:** CU's most exclusive event venue

Catering & Experience

Platinum Service Level:

- **Reception:** Premium passed appetizers and stationed hors d'oeuvres
- **Dinner:** Plated service with choice of premium entrées
- **Beverages:** Top-shelf spirits including Laws Whiskey (CU's official bourbon)
- **Afterparty:** Late-night bites with craft cocktails on rooftop terrace

Media Coverage

Confirmed Partners:

- **Denver:** 104.3 The Fan, Altitude Sports Radio, 9News
- **Atlanta:** 680 The Fan, Atlanta Journal-Constitution
- **Digital:** BuffsTV, Georgia Tech social channels, alumni publications

Investment Summary & Next Steps

Package Comparison

Level	Investment	Table Size	Game Tix	Brand Value	ROI Multiple
Title	\$100,000	20 seats	10 + field	\$125,000+	1.25x+
Presenting	\$50,000	10 seats	8 premium	\$62,500+	1.25x+
Gold	\$25,000	8 seats	4 premium	\$31,250+	1.25x+
Silver	\$10,000	6 seats	2 general	\$12,500+	1.25x+
Community	\$5,000	4 seats	-	\$6,250+	1.25x+

Secure Your Partnership

Limited Availability - First Come, First Served

1. **Discovery Call:** Schedule consultation to discuss custom activation opportunities
2. **Proposal Review:** Receive detailed partnership proposal within 48 hours
3. **Contract Execution:** Secure your sponsorship level with signed agreement
4. **Activation Planning:** Collaborate on custom experiences to maximize ROI

Contact Information

Shaun Camp

Event Coordinator

Email: shaun.camp@countryfinancial.com

Phone: (470)213-4774

Partnership Inquiries:

Ready to join this historic celebration? Contact us today to discuss how your organization can be part of Championship Legacy Weekend and connect with two of the most successful alumni networks in college sports.

This sponsorship package represents a unique opportunity to associate your brand with college football excellence, academic achievement, and successful alumni networks. Join us in celebrating 35 years of championship legacy while supporting the next generation of student-athletes through NIL initiatives.

Event Date: August 29-30, 2025

Location: Boulder, Colorado

Beneficiaries: The Buff Club (CU) & The Tech Way NIL Collective (GT)

Expected ROI: 125%+ brand value return on sponsorship investment