

OUTSIDERS BANQUET & BALL

JULY 25, 2017

OUTDOOR FOUNDATION®

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The Outdoor Foundation has spent the last decade partnering with industry leaders who are committed to encouraging and equipping young people to explore the great outdoors. One of the main ways we've done that is through Outsiders Ball, an annual event on the eve of Outdoor Retailer that brings together top industry leaders and influencers who are passionate about connecting with nature and sharing that connection with the next generation. In the past 4 years, Outsiders Ball has raised over \$1 million to fund more than 300 community-led outdoor initiatives, providing 65,000 youths with opportunities to experience the outdoors.

Outsiders Ball has become a popular community event that we all love and look forward to, but we want to go beyond that this year. We want to show our appreciation to the key industry leaders that have supported Outsiders Ball in the past and have gone above and beyond to help change lives. **You are one of those leaders, and because of that, we're inviting you to be a sponsor at the Outdoor Foundation's Outsiders Ball and first annual Outsiders Banquet.**





OUTSIDERS BANQUET

GREAT DRINKS, GREAT FRIENDS, GREAT CAUSE

Outsiders Banquet is an intimate and exclusive one-night gathering hosted onsite at the Gallivan Center for the Outdoor Foundation's most important partners in the outdoor industry. We want to celebrate what the Outdoor Foundation has accomplished, cast a vision for the future, and show our appreciation to the people and organizations that are making it all possible.

Outsiders Banquet is an opportunity for 100 of the industry's most influential leaders to gather together and drink top-shelf cocktails, eat delicious hors d'oeuvres, catch up with old friends and make new ones, and learn more about the Outdoor Foundation's work. After the banquet, guests will walk right out into the middle of the ball, ready to enjoy the party with a purpose.

OUTSIDERS BALL

PARTY WITH A PURPOSE

The 2016 Outsiders Ball was a huge success. Not only was it a fun night full of good food, drinks, and friends, but it was also a night of remembering the importance of equipping the next generation of outdoor enthusiasts. More than 1,000 outdoor industry leaders united behind a common goal and raised \$210,000, proving that we're stronger when we work together.

The 2017 Outsiders Ball will be a memorable time to relax, socialize, and support a good cause. The event will once again be hosted on the eve of Outdoor Retailer at the Gallivan Center. And this year, we're hoping that the party with a purpose will have a bigger impact than ever.





OUR GOALS

A NEW, AMBITIOUS GOAL

Our goal for Outdoor Banquet and Outsiders Ball is to raise more money than ever so we can reach more youths than ever. With your help, and in partnership with other generous leaders from the outdoor industry, we are going to raise \$400,000, which would allow us to benefit nearly twice as many people as last year.

OPPORTUNITY

PLATINUM SPONSORSHIP

With your \$15,000 contribution to the Outdoor Foundation, you and your brand will:

- be recognized as a Platinum Sponsor on all Outsiders Banquet and Outsiders Ball marketing materials and signage
- receive branded marketing materials
- be given a branded hangout area (Base Camp) at the Ball
- have one eight-person premier table reserved at the Banquet
- receive tickets for your table to the Outsiders Ball



OPPORTUNITY

GOLD SPONSORSHIP

With your \$10,000 contribution to the Outdoor Foundation, you and your brand will:

- be recognized as a Gold Sponsor on all Outsiders Banquet and Outsiders Ball marketing materials and signage
- receive branded marketing materials
- be given a branded bar (Trail Head) at the Ball
- have one eight-person premier table reserved at the Banquet
- receive tickets for your table to the Outsiders Ball



OPPORTUNITY

SILVER SPONSORSHIP

With your \$5,000 contribution to the Outdoor Foundation, you and your brand will:

- be recognized as a Silver Sponsor on all Outsiders Banquet and Outsiders Ball marketing materials and signage
- receive branded marketing materials
- have one eight-person premier table reserved at the Banquet
- receive tickets for your table to the Outsiders Ball



OUTSIDERS BANQUET & BALL

PARTNERSHIP BENEFITS

	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$5,000)	BRONZE (\$2,000)
OUTSIDERS BALL				
Presenting Opportunity				
Designated “Base Camp”				
Designated “Trail Head”				
Marketing Materials				
On-Site Signage & Collateral				
Tickets for your Participating Table				
OUTSIDERS BANQUET				
Presenting Opportunity				
Table for 8				

A group of people, likely a team or a group of friends, are gathered outdoors. They are all wearing bright orange life jackets and various hats, including a straw hat and a camouflage bucket hat. They are looking down at something held in their hands, possibly a small object or a piece of equipment. The background is slightly blurred, showing green foliage. The text "THANK YOU FOR SUPPORTING THE OUTDOOR FOUNDATION!" is overlaid in the center of the image in a bold, white, sans-serif font.

THANK YOU FOR SUPPORTING
THE OUTDOOR FOUNDATION!