



About the Buddy Program

Empowering youth through mentoring experiences in order to reach their full potential!



The Buddy Program has been serving youth in the Roaring Fork Valley since 1973. As the second largest youth mentoring organization in Colorado, the Buddy Program works with over 600 youth, their families, and volunteers in our primary service area from Aspen to Carbondale. The Buddy Program offers four mentoring programs:

Community and School Based Programs: One-on-one mentoring programs where adult Big Buddies meet with their Little Buddies 3 to 4 times per month in the community, or weekly at school.

Peer-to-Peer: High School Big Buddies meet with their Little Buddies weekly at the elementary and middle schools.

LEAD Program: Experiential group mentoring program, where students in grades 6 -12 explore life skills and build relationships with their peers through outdoor education and experiential activities



What sets the Buddy Program apart from other mentoring programs is the professional Case Management and comprehensive services that we offer. The Buddy Program staff provides over 200 hours of case management or classroom instruction to our Little Buddies and their families each year. We work with parents, Big Buddies, teachers and counselors to help ensure that the needs of the youth that we serve and their families are being met. In addition, the Buddy Program provides:

- Scholarships for extra-curricular activities
- Continuing education scholarships
- Over 25 free activities throughout the year for Big and Little Buddies in the Community Program
- Referrals for critical services in the Roaring Fork Valley
- Counseling for youth and/or their families

Because of this comprehensive approach, our Buddy Pairs stay together **for five years on average**, versus fewer than two for comparable, national programs.



Program evaluations demonstrate that the Buddy Program has helped our Little Buddies in areas of self-esteem, decision making, academics and relationships with friends and family. Because nearly 60% of our program participants live in families that earn less than the subsistence level for Pitkin County (~\$56,000) and we serve many of the most at-risk youth in our community, all of our programs and services are provided at no cost to all of our participants. This is only made possible through the support of our community! The Buddy Program is a registered 501 (c)(3) not-for-profit organization.



Learn more at BuddyProgram.org!



Buddy Program 2018
Corporate Sponsorship Levels:

	Logo/Brand placement	Tickets to Bash	Race Entries
Presenting Sponsor \$50,000	Logo hyperlinked in all monthly e-newsletter, logo on all banners, Logo included on all Bash for the Buddies, Boogie's Buddy Race (4 th July), Gingerbread House Workshop collateral, Logo on Website with hyper link	Premier Table (12 tickets) Presence at the Bash	25 Race Entries, Presence at the Race on 4 th of July
Platinum Sponsor, \$25,000	Logo included in all monthly e-newsletters, Logo included on all Bash for the Buddies, Boogie's Buddy Race (4 th of July), Gingerbread House Workshop collateral, Logo on Website with hyper link	Premier Table, (10 tickets)	10 Race Entries, Presence at the Race on 4 th of July
Gold Sponsor \$15,000	Logo included in all monthly e-newsletters, Logo included on all Bash for the Buddies, Boogie's Buddy Race (4 th of July), Gingerbread House Workshop collateral, Logo on Website with hyper link	8 Tickets	8 Race Entries, Presence at the Race on 4 th of July
Silver Sponsor \$10,000	Logo included in all monthly e-newsletters, Logo included on all Bash for the Buddies, Boogie's Buddy Race (4 th of July), Gingerbread House Workshop collateral, Logo on Website with hyper link	6 Tickets	5 Race Entries, Presence at the Race on 4 th of July
Bronze Sponsor \$5,000	Logo included in all monthly e-newsletters, logo on website with hyper link	2 Tickets	2 Race Entries

Contact Lindsay Lofaro, Executive Director with any questions, 970-920-2130,

Lindsay@buddyprogram.org.

The Buddy Program is a 501(c)3 non-profit organization and our tax identification number is 74-2594693.

Aspen Office:

110 East Hallam Street, Suite 125, Aspen, CO 81611

(970) 920-2130

Mid-Valley Office:

520 South 3rd St, Suite 30, Carbondale, CO 81623

(970) 927-1001

BuddyProgram.org

info@buddyprogram.org



The Bash for the Buddies, July 6, 2018

The Bash for the Buddies is one of the hottest parties of the Aspen summer and the kick-off to the Aspen summer social scene. A \$1,000 per plate fundraiser for the Buddy Program, the Bash attracts over 500 of Aspen's elite philanthropists for a night of Silent and Live Auctions, appetizers and dinner from over a dozen of Aspen's best chefs, live entertainment and great dancing!

	Bash Tickets: (Value \$1,000)	Collateral Logo Placement*	Special Event	Presence at Bash	E-Blast**	Radio Ads	Logo on Website	Race Entries
Presenting \$25,000	10 (Table)	Title Sponsor	optional	Yes	Dedicated	Yes	Yes, hyperlinked	25
Platinum \$10,000	6 tix	Excellent Placement	no	Yes	Yes	no	Yes, hyperlinked	10
Gold \$5,000	2 tix	Better Placement	no	no	Yes	no	Yes, hyperlinked	5

*Logo placement on all marketing materials for the Bash including invitations, save the dates, print ads, and program at event, ** E-blasts to 5,000+ mailing list

SPONSORSHIP BENEFITS CAN INCLUDE:

Brand & Logo Recognition

- Bash Invitations: 1,200 mailed in May 2018
- Press release announcing sponsorship
- Magazine advertisements (Magazine partnership pending for 2018)
- The Aspen Times newspaper and online advertisements
- Bash Dinner Program
- Aspen Times four-page color wrap in July 3rd paper
- Thank You Advertisement in the Aspen Times in July
- Logo on the Buddy Program webpage, Facebook and other social media, Bash webpage and/or website homepage
- Sponsor logo and recognition in all Bash eblasts (5,000+ addresses) for 2-3 months prior to the Bash
- Name mention in radio and TV spots and interviews

Party Presence

- Retail and/or marketing presence in auction tent
- Dinner tent presence as agreed, possible speaking opportunities
- Complimentary tickets or premium tables, depending on level of sponsorship
- Other events and/or marketing depending on the agreed needs of sponsor

Contact Meghan Pearlman, Development Director with any questions, 970-920-2130, Meghan@buddyprogram.org.
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Boogie's Buddy Race Sponsorship Opportunities Highly Visible Community Event for the Buddy Program!

Always one of the most widely anticipated activities of the Fourth of July week in Aspen, 2018 marks the 32nd Anniversary of Boogie's Buddy Race. The event takes place on the morning of July 4th at Rio Grande Park, with a 5-mile USA Track & Field and RRCA certified competitive race, starting at 8:00 am. A 1-mile Family and Canine run/walk starts at 8:30 am. **Nearly 1,000 participants** (42% local, 58% national), along with hundreds of observers and celebrants, kick off the Fourth of July in style at this family-friendly event.

	Presenting	Diamond	Platinum	Gold	Silver	Bronze	Copper
Cost	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Bash Tickets: (Value \$1,000)	10 tix (full table)	8 tix	6 tix	2 tix	No	No	No
Collateral Logo Placement *	Top of Pyramid	2 nd Tier (top tier if no presenting sponsor)	Excellent Placement	Better Placement	Very Good Placement	Good Placement	Yes
Banner at Race	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Presence at Race	Yes	Yes	Yes	Yes	Yes	Yes	No
E-Blast**	Dedicated	Dedicated	Yes	Yes	Yes	Yes	Yes
Radio Ads	Yes	Yes	No	No	No	No	No
T-shirts and Entry Forms to Race	25	15	10	5	3	2	0

* Logo placement on all marketing materials for the Race including t-shirts, posters, ads, thank you ads, website and e-blasts

** E-blasts to 5,000+ mailing list

Contact Meghan Pearlman, Development Director with any questions. Email or mail this form to: The Buddy Program
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