



**“We cannot always build the future for our youth, but we can build our youth for the future.”**

– Franklin D. Roosevelt

# **SPONSOR BOOK**

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## About NOCO Unify

Northern Colorado United for Youth (NOCO Unify) is a 501(c)3 non-profit organization comprised of business leaders between the ages of 20 and 39 that are focused on raising money for charities serving disadvantaged children in Northern Colorado.

Through philanthropy, our organization provides opportunities to young and emerging leaders for personal growth, leadership development, and a sense of community. By engaging young community leaders in philanthropy earlier in life, we aim to enhance the base for this community service throughout the northern Colorado region.



## Charities We Support & Their Impact Areas

<b>YOUTH DEVELOPMENT, MENTORSHIP &amp; EDUCATION:</b> La Familia – The Family Center Kidspak A Child's Dream A Kid's Place Book Trust Boys & Girls Club Larimer County Boys & Girls Club Weld County CASA of Larimer County Center for Family Outreach Champ Child Safe Children's Speech and Reading Center Colorado Youth Outdoors Denver Active 20-30 Children's Foundation Educo School of Colorado Genny's Hope Junior Achievement Partners Mentoring Youth – Larimer & Weld Counties Project Linus Race to Read Student Recovery Program Teaching Tree TEAM Fort Collins Turning Point Center for Youth and Family Development Inc. Youth for Christ	<b>HOUSING &amp; SHELTER:</b> Catholic Charities La Familia - The Family Center United Way of Larimer County Fort Collins Habitat for Humanity Greeley Area Habitat for Humanity Hope House Northern Colorado	<b>FAMILY SUPPORT &amp; STABILITY:</b> United Way of Larimer County Life Stories 3Hopeful Hearts La Familia – The Family Center Catholic Charities Hope House Northern Colorado A Women's Place MacDonald Family Charity Project Self Sufficiency – Boundless Children's Fund	<b>FOOD INSECURITY:</b> Catholic Charities La Familia - The Family Center United Way of Larimer County Weld Food Bank Kidspak
	<b>CHILD ADVOCACY &amp; PROTECTION:</b> Child Safe Child Advocacy Resource Education (CARE) Voices Carry Child Advocacy Center - The Crawford Child Advocacy Center A Kid's Place CASA of Larimer County United Way of Larimer County Weld County Juvenile Assessment Center	<b>IMMIGRANT, REFUGEE &amp; UNDERSERVED POPULATIONS:</b> United Way of Larimer County La Familia – The Family Center Catholic Charities Immigrant and Refugee Center	<b>MENTAL HEALTH &amp; BEHAVIORAL HEALTH:</b> Center for Family Outreach Child Safe Turning Point Center for Youth and Family Development Inc. Child Advocacy Resource Education (CARE) Life Stories Mountain Wilderness North Range Behavioral Health Sexual Assault Victim Advocate Center (SAVA) Voices Carry Child Advocacy Center - The Crawford Child Advocacy Center 3Hopeful Hearts
	<b>HEALTH &amp; WELLNESS:</b> Children's Speech and Reading Center Genny's Hope Student Recovery Program Teaching Tree Hearts & Horses Immigrant and Refugee Center Respite Care	<b>VIOLENCE PREVENTION &amp; VICTIM SERVICES:</b> Life Stories 3Hopeful Hearts A Women's Place Child Safe Child Advocacy Resource Education (CARE) Voices Carry Child Advocacy Center - The Crawford Child Advocacy Center Sexual Assault Victim Advocate Center (SAVA)	<b>BASIC NEEDS &amp; CLOTHING:</b> Catholic Charities Project Linus Coats & Boots Program – North Fort Collins Business Association North Fort Collins Business Association
<b>FAITH BASED OUTREACH:</b> Catholic Charities Youth for Christ			

# Our Events

## St. Patrick's Day Parade & Party

Saturday, March 14, 2026  
Old Town Fort Collins

The parade is back for 2026. Parade starts at 10:00 AM. The Old Town Irish Party runs 11:00 AM–4:00 PM. Expect a full morning of community energy, local groups, bright floats, and a packed afternoon celebration in Old Town Square. Music, food, drinks, and family-friendly activities power the day.

NOCO Unify brings this tradition back to Fort Collins to support local kids' charities. Show up. Celebrate. Make an impact.



## 15th Annual Down & Derby Party

Saturday, May 2, 2026  
The Grainhouse at Raindance

May 2026 will bring another exciting return of the Down & Derby Party. Annually, the event typically attracts over 1200 affluent attendees. The Down & Derby Party, a Kentucky Derby-themed party celebrating all the festivities and fanfare surrounding the Derby, is NOCO's premier Derby event!

- Derby Attendee Profile:
- Age: 25-50, 75%+ couples
  - Income: \$175,000+
  - Average HH Value: \$550,000
  - Gender: 50/50
  - Education: College degree
  - Attendees: 1200+ (targeting higher income households and individuals, business owners, Circle of Influence from NOCO Unify's membership)



## Our Events Continued

### 7th Annual Kids Classic Golf Tournament

Friday, June 5, 2026  
Greeley Country Club



Our Kids Classic Golf Tournament is now on its 6th year and has consistently been one of NOCO's best and biggest fundraisers. This event has sold out consecutive years.

Players Receive:

- Premium Golf Towel
- Signature Shoe Case
- Heavy Duty Ballistic 1680D Polyester Travel Bag



Golf Attendee Profile:

- Age: 25-60
- Income: \$150,000
- Gender: 70% male/30% female
- Education: College degree
- Attendees: 200 (144 players and 2-3 sponsor representatives per hole to network with)



### 19th Annual Suitcase Party

Friday, August 14, 2026  
Discovery Air

The Suitcase Party started in August 2007 and has quickly grown into Northern Colorado's favorite event. Couples come with bags packed and ready to be swept by private plane – that night – to a desirous destination for a 3 night all-inclusive experience. This year we're sending a couple on a 4 night stay to Maui, Hawaii! It's only right that this year's theme is a luau party.

Suitcase Party Attendee Profile:

- Age: 25-60
- Income: \$175,000+
- Gender: 50/50
- Education: College degree
- Attendees: 1300+ (targeting higher income households and individuals, business owners, Circle of Influence from NOCO Unify's membership)



## Sponsor Tiers For Derby Party

Name/Type	Title	Champion	Impact	Legacy	Community	Mission
# Available	1	4	5	10	11	7
Price	\$25,000	\$12,000	\$8,000	\$5,000	\$3,500	\$2,000
# of Sponsored Event Tickets	20	8	6	4	2	2
Marketing Package	Title Tier	Champion Tier	Impact Tier	Legacy Tier	Community Tier	Mission Tier

\* See next page for list of typical Event Sponsor opportunities.  
 \*\* 4 tickets for the event sponsored.

## Sponsor Tiers For Suitcase Party

Name/Type	Title	Champion	Impact	Legacy	Community	Mission
# Available	6	6	6	13	14	7
Price	\$25,000	\$12,000	\$8,000	\$5,000	\$3,500	\$2,000
# of Sponsored Event Tickets	20	8	6	4	2	2
Marketing Package	Title Tier	Presenting, Champion, and Impact Tiers	Community Tier	Community Tier	Supporter Tier	Mission Tier

\* See next page for list of typical Event Sponsor opportunities.  
 \*\* 4 tickets for the event sponsored.



## Sponsor Tiers For Kid's Golf Classic

Name/Type	Title	Bar Hole	Beer Hole	Hole	Clubhouse
Price	\$13,000	\$4,500	\$4,500	\$4,000	\$4,000
# of Teams	2 Teams	1 Team	1 Team	1 Team	1 Team
Per-Player Gift	\$400/player	\$200/player	\$200/player	\$200/player	\$200/player
Marketing Type	Premium	Standard	Standard	Standard	Standard
Tent		On Bar Hole	On Beer Hole	On Hole	At Clubhouse
# Available	1	4	1 (Exclusive)	12	17

### Other Ways To Get Involved At ALL Events:

**Donate Services & Auction Items!** Support our events with your business services or a high-value auction items. In return, you get the exact same marketing benefits as a cash sponsor.

We are looking for partners to provide:

- Food vendors, catering, event services (cleaning, waste management, security), etc.
- High-value auction items for our auctions/raffles (trips, exclusive experiences, premium items).

**Your sponsorship tier is determined by the net value of your donation.** For example, a \$10,000 trip donation with an \$8,000 base cost/reserve to the charity equals a \$2,000 marketing sponsorship.



## Derby Event Sponsor Opportunities

Title Sponsor



### Champion Sponsors

- Alert the Press Sponsor
- Derby Trip Sponsor
- Bar Sponsor
- Stage Sponsor

### Impact Sponsors

- MC Sponsor (NEW)
- After-Party Sponsor
- Food Sponsor
- Beverage Burros
- Food Experience Sponsor

### Legacy Sponsors

- Cocktail Sponsor
- Band Sponsor
- Gift Sponsor
- Hat Contest/Men's Best Dressed Sponsor
- Raffle Sponsor
- Registration/Entrance Sponsor
- Videoscreen Sponsor
- Videographer Sponsor
- Event Sponsor
- Ticket Sponsor

### Community Sponsors

- Shirt Sponsor
- Venue Experience Sponsor
- Valet Sponsor
- Prize Upgrade Sponsor
- Raffle Activation Sponsor
- Event Sponsor (Supporting)
- Social Media Activation
- Event App Sponsor
- Late Night Snack Sponsor
- Apparel Sponsor
- Photography Sponsor

### Mission Sponsors

- Hat Contest Upgrade Sponsor
- Best Dressed Upgrade Sponsor
- Coffee Station Sponsor
- Entrance Decor Sponsor
- Table Decor Sponsor
- Peace of Mind Sponsor
- Dessert Sponsor

## Suitcase Event Sponsor Opportunities

Title Sponsor



### Champion Sponsors

- Presenting Sponsor
- Presenting Sponsor (Second)
- Trip Sponsor
- Auction Stage Sponsor
- Bar Sponsor
- Band Stage Sponsor

### Impact Sponsors

- Entertainment Lighting Sponsor
- MC Sponsor (NEW)
- Trip Activation Sponsor 1
- Trip Activation Sponsor 2
- Trip Activation Sponsor 3
- Food Sponsor

### Legacy Sponsors

- Light Up the Sky/Drone Sponsor
- Live Auction Sponsor
- Silent Auction Sponsor
- Video Sponsor
- Auction Technology Sponsor
- Registration Sponsor
- Paddle Sponsor
- Welcome Sponsor
- Valet Sponsor
- Event Sponsor
- Case Sponsor
- Event Sponsor
- Ticket Sponsor

### Community Sponsors

- EMS Sponsor
- Security Sponsor
- Event Sponsor
- Social Media Activation Sponsor
- Event App Sponsor
- Impact Wall Sponsor
- Apparel Sponsor
- Koozie Sponsor
- Fuel Sponsor
- Destination Reveal Sponsor
- Charging Station Sponsor
- Coat Check Sponsor
- Games & Activities Sponsor
- Volunteer Sponsor

### Mission Sponsors

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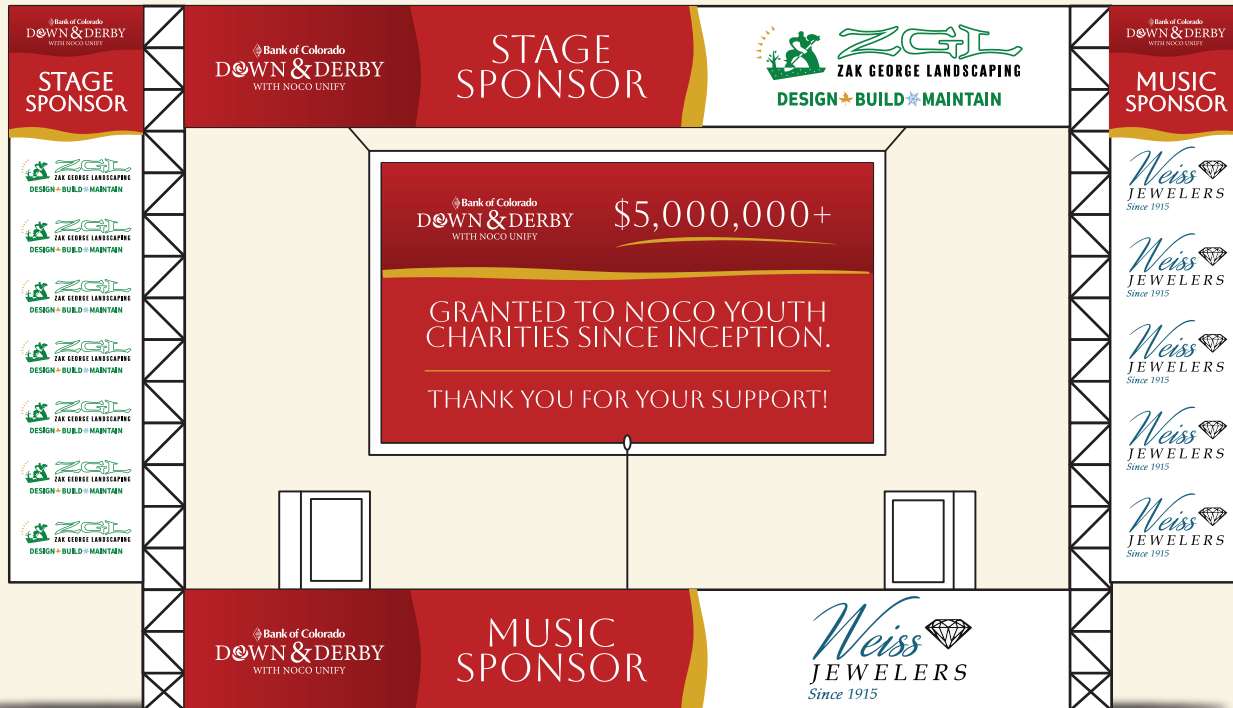
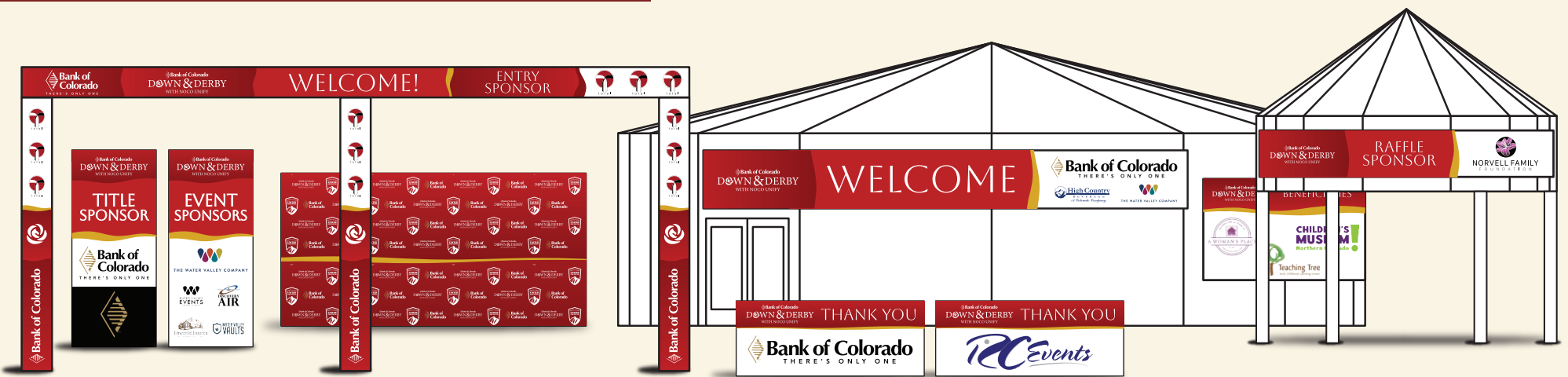


## Marketing Packages

Marketing Package	Title Tier	Champion Tier	Impact Tier	Legacy Tier	Community Tier	Mission Tier
Signage Level at Event	Premium	Standard	Standard	Standard	Standard	Standard
Tickets	20	8	6	4	2	2
Ad in Program	Full	1/2	1/2	1/2	1/2	1/2
Logo on Website	✓	✓	✓	✓	✓	✓
Logo in Program	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Logo on TV's at Event	✓	✓	✓	✓	✓	
Logo on Emails	✓	✓	✓	✓		
Stage/Activation Mentions	✓	✓	✓	✓		
Radio Advertisement	✓	✓				
Right of First Refusal	✓	✓				
Exclusive Sponsor	✓	✓				
Event Naming Rights	✓					
Online Video	✓					
Promotional Video	✓					



# Event Signage Example Elevations



## YOUR BRAND - TOP OF MIND

The elevations here are just a snapshot of how we showcase our partners across the footprint of our events. We work tirelessly to ensure your brand is seen often and authentically. If you're curious about specific placements, or have a bold idea for a custom brand activation, let's talk!

We pride ourselves on collaborating to ensure you get maximum value and authentic engagement.

