



Event Overview

The CU Denver Block Party is a free and public annual back-to-school event connecting the campus community with city partners. This year's event will be held on Thursday, August 21st, from 12 p.m.-3 p.m., on Lawrence Street between Speer Blvd. and 14th St., in what is referred to as the University's "Education Corridor".

Now entering its 13th year, and anticipating more than 3,000 participants, the CU Denver Block Party has rapidly become a must-attend event for anyone who lives, works, or studies downtown. The Block Party showcases the endless opportunities that CU Denver has to offer in business, engineering, arts and media, public affairs, architecture, and education, among others. Some of Denver's most popular food trucks will be serving up delicious options for lunch. The ever-popular DJ Chonz (a CU Denver alum) will once again be spinning and acting as emcee, and a live band will be sought after to play on the main stage.



CU Denver benefits from strong partnerships with local businesses. In turn, local companies also benefit from their relationships with the university and access to its students. To continue to offer this free, high-quality event to the public, we need support from sponsors. Sponsorship provides the opportunity to not only promote your business, but also truly support an excellent community event and CU Denver.

Event Sponsorship Levels and Benefits

Sponsorship packages are fully customizable to fit your budget and desired level of recognition. In-kind sponsorships are also available if your company's products and services are a good fit for the Block Party.

\$20,000 - Presenting Sponsor (one opportunity)

The Presenting Sponsor will receive:

- Presenting Sponsor status, available to one sponsor of the Block Party
- Logo displayed on banner on stage backdrop (20'x5' banners on front and back facing northbound Speer Blvd. – **a location that receives nearly 125,000 impressions per day**)
- Logo on all printed materials as "Presented by . . ."
- Logo on press releases as "Presented by . . ."
- Logo on event website as "Presented by . . ."
- Name in all event-related social media as "2024 CU Denver Block Party, Presented by . . ."
- Stage recognition of sponsorship at least 4 times throughout event
- Two booth spaces with tent/tables/four chairs to promote business (20'x10' footprint)
- Free parking for sponsor staff
- Free food & beverages for sponsor staff working the event

\$10,000 - Entertainment Sponsor (one opportunity)

The Entertainment Sponsor will receive:

- Logo displayed on banner on stage (10'x5' banner on front of stage) facing Lawrence St.
- Logo on all printed materials
- Logo on event website
- Name in event-related social media acknowledging sponsors
- Stage recognition of sponsorship at least 2 times throughout event
- Single booth space with tent/table/ two chairs to promote business (10'x10' footprint)
- Free parking for sponsor staff
- Free food & beverages for sponsor staff working the event

\$5,000 – T-Shirt Sponsor (one opportunity)

The T-Shirt Sponsor will receive:

- Logo on CU Denver Block Party t-shirts to be distributed for free at event
- Logo on event website
- Name in event-related social media acknowledging sponsors
- Booth space with tent/table/ two chairs to promote business (10'x10' footprint)

\$3,500 – Sustainability Sponsor (one opportunity)

The Sustainability Sponsor will receive:

- Logo on a reusable giveaway at event
- Logo on event website
- Name in event-related social media acknowledging sponsors
- Booth space with tent/table/ two chairs to promote business (10'x10' footprint)

\$750 - Supporting Sponsor (multiple opportunities)

The Supporting Sponsor will receive:

- Logo on event website
- Name in event-related social media acknowledging sponsors
- Booth space with tent/table/ two chairs to promote business (10'x10' footprint)

Statement of Intent to Sponsor

I am interested in becoming a Block Party sponsor for 2025

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Address: _____

Sponsorship Level: _____

Contributors will be invoiced upon receipt of this form. Please return as soon as possible to be included in all pre-event publicity:

University of Colorado Denver
Attn: Marissa Dienstag, Director, University Events & Ceremonies
1380 Lawrence Street
Suite 1300
Denver, CO 80204