



## The S.O.U.P! (Shots Offer Unrivaled Protection) Event: Warming Hearts and Souls

To thank our sponsors and supporters, Immunize Colorado will host the much-anticipated S.O.U.P! event Thursday, **October 13, 2022**, from **6-9 p.m.** at **Space Gallery** in Denver. The evening celebration will raise funds and awareness for immunization while we treat guests to gourmet soup samples and honor Colorado's top immunization champions. S.O.U.P! typically draws about 225 guests, including physicians and other healthcare providers, business leaders, legislators, public health experts, and community advocates. We are thrilled to be hosting this event in person again this year and to be able to recognize the incredible resilience of our Colorado healthcare and public health communities over the past few years.

## Why Sponsor Immunize Colorado?

Immunize Colorado's 12<sup>th</sup> biennial S.O.U.P! event will provide you the opportunity to connect with the Colorado healthcare and business communities to build greater awareness and demonstrate your support of a vital cause: protecting Coloradans from vaccine-preventable diseases. This signature event is an ideal networking opportunity with a substantial audience who appreciates your commitment to our community.

Your investment will assist us in providing programs and services that support increased access to immunizations for all Coloradans, public awareness and information campaigns, educational events for healthcare providers, and policies that serve to keep Colorado communities healthy.

There are several different opportunities to choose from to help you meet your organization's goals. Please use the table below as a basic guide to the types of advertising, public relations, and community engagement opportunities afforded by each event sponsorship level.

## About Immunize Colorado

For 31 years, Immunize Colorado has been essential in elevating the role vaccines play in preventing illness and promoting health for all of Colorado. As a statewide 501(c)3 nonprofit, *our mission is to protect Colorado families, schools, and communities from vaccine-preventable diseases.*

We work with healthcare providers, public health departments, businesses, policy makers, and community organizations to fulfill our mission. By focusing on six core program areas – coalition building, community outreach and awareness, provider education, data translation and action, free and low-cost vaccines, and public policy – the coalition leverages the strengths and resources of our diverse members and community partners to maximize our efforts. We do all of this without accepting funding from vaccine manufacturers or distributors.

2022 Sponsorship Opportunities	Presenting Sponsor \$10,000	Title Sponsor \$5,000	Supporting Sponsor \$3,000	Gourmet Sponsor \$1,500	Individual Sponsor \$500*	Entertainment Sponsor Varies
Sponsor listed in event name ("2022 S.O.U.P! Presented by...")	X					
Logo and link on event webpage	X	X	X	X	Individual(s) Name	X
Recognition and logo on event-related marketing and promotional materials: invitations, emails, and social media posts	X	X	X	X		X
Event tickets	15	10	5	2	2	2
Recognition on overhead screen at event	Logo	Logo	Logo	Name	Individual(s) Name	
Logo placement on cocktail napkins (approx. 500) to be used at event	X					
Color advertisement in event program/booklet	Full Page Color	1/2 Page Color	1/4 Page Color	Logo	Individual(s) Name	Logo
Verbal recognition during event program	X	X	X			
Speaking opportunity during event program	X					
Sponsor table at event and opportunity to display or distribute branded products or marketing materials as approved by Immunize Colorado	X					
Mention in post-event press release	X	X	X			
Opportunity to add logo to attendee gifts for an additional fee (e.g., lanyards or commemorative soup bowls)	X	X				
Opportunity to sponsor specific event entertainment activities (e.g., bar, band) with signage at event						X

\*Individual Sponsorship is reserved for individuals only (maximum two people per sponsorship).

## Media Reach

Promotion Tool/Channel	Reach
Email	Approx. 3,500 list members
Immunize Colorado Website	Avg. 10,000 visitors/month
Immunize Colorado Facebook	1,800 followers
Immunize Colorado Twitter	3,070 followers
Post-Event Press Release	Distributed to ~12 local media outlets
Event Program/Booklet	225 printed programs

# 2022 S.O.U.P! Sponsorship Agreement

To confirm your sponsorship, please complete the form below and send to [Emily.Clancy@childrenscolorado.org](mailto:Emily.Clancy@childrenscolorado.org) or mail to:

Immunize Colorado, Attn: S.O.U.P! Event  
13123 E. 16<sup>th</sup> Ave. B281 Aurora, CO 80045

## Sponsorship Level

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> \$10,000 Presenting Sponsor | <input type="checkbox"/> \$5,000 Title Sponsor   | <input type="checkbox"/> \$500 Individual Sponsor |
| <input type="checkbox"/> \$3,000 Supporting Sponsor  | <input type="checkbox"/> \$1,500 Gourmet Sponsor |   |

## Event Entertainment Sponsorship *(available until claimed)*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> \$1,000 Bar & Beverage Sponsor | <input type="checkbox"/> \$1,500 Band Sponsor | <input type="checkbox"/> \$2,000 Décor Sponsor |
|---|---|--|

## Contact Information

Sponsor Name (as you would like it to appear in the program): \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Method

- ☐ Check made payable to "Immunize Colorado" (enclosed)  
☐ Credit card

Card Type: Visa / MC / AmEx / Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CCV: \_\_\_\_\_

*Once we receive your completed sponsorship form, Immunize Colorado staff will contact you to discuss arrangements, attendees, sponsorship benefits and recognition.*

Immunize Colorado is a 501(c)(3) nonprofit organization. Our Federal Tax ID Number is 84-1479975.



13123 East 16<sup>th</sup> Avenue, Box 281 • Aurora, CO 80045 • [icoffice@childrenscolorado.org](mailto:icoffice@childrenscolorado.org) • 720-777-5340  
[www.ImmunizeColorado.org](http://www.ImmunizeColorado.org)