By sponsoring THE CLIMB, you can help students and aspiring entrepreneurs contribute to the growing Denver startup and business community. Through cash and in-kind prizes, we want to give competitors the financial and professional support they need to jump start their business ideas. Help us support these hardworking individuals and be a part of this prestigious competition.

**SPONSORSHIP LEVELS**

- **Gold** - $7,500
  Completely customizable, offers total company visibility across the entire series

- **Silver** - $5,000
  Builds awareness of your brand and elevates it among Denver business leaders

- **Partner** - $2,500
  Highlights your company as a supporter of the local entrepreneurial community

**2021 CASH AWARDS**

- **First Place** - $5,000
- **Second Place** - $2,500
- **People’s Choice Award** - $1,000

**ABOUT THE COMPETITION**

THE CLIMB | Jake Jabs Business Plan Competition is a business development challenge for collegiate startups based in Colorado. Backed by infamous entrepreneur, Jake Jabs, and organized by the Jake Jabs Center for Entrepreneurship at the University of Colorado Denver, THE CLIMB is an event series that helps students and future business leaders transform concepts into viable companies through mentorship, education, financial support, and real-world industry exchanges. For the first time, this year’s series will be fully online.

**WHY SPONSOR THE CLIMB?**

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## SPONSORSHIP PACKAGE BENEFITS

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
<th>Partner</th>
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<tr>
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<td>Multi-month marketing, PR, and social media promotions recognizing your company or org as a sponsor pre- and post-events</td>
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<tr>
<td>Big brand alliance with the University of Colorado Denver and legendary entrepreneur and philanthropist Jake Jabs, CEO and founder of American Furniture Warehouse</td>
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<td>Logo published as a sponsor on all marketing channels, promotional pieces &amp; Zoom events</td>
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<tr>
<td>One (1) company ad in full-color event program</td>
<td>Full back cover ad</td>
<td>Full page</td>
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<td>First right of refusal for Fall 2021 &amp; Spring 2022</td>
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<td>“About Company” boilerplate on official event press releases (at least 2)</td>
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<tr>
<td>Completely customizable package (THE CLIMB is brought to you by “Name of Company”)</td>
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## ZOOM EVENT SCHEDULE

**Kickoff & Design Thinking Workshop**  
Thursday, February 4, 2021 | 6:30 - 7:30 p.m.

**Validator & Idea Lab**  
Thursday, February 18, 2021 | 6:30 - 7:30 p.m.

**Legal Workshop**  
Thursday, March 4, 2021 | 6:30 - 7:30 p.m.

**Pitch Refinery**  
Thursday, March 18, 2021 | 6:30 - 7:30 p.m.

**PITCH NIGHT**  
Thursday, April 29, 2021 | 6 - 8 p.m.

## SPONSORSHIP CONTACT

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Denver, CO 80202