



**JAKE JABS CENTER
FOR ENTREPRENEURSHIP**

BUSINESS SCHOOL

A stylized graphic of a mountain range, composed of various shades of orange and red triangles, creating a geometric, low-poly effect.

THE CLIMB

SPRING 2024
Sponsorship Opportunities

ABOUT THE COMPETITION

THE CLIMB I Startup Pitch Competition is an annual idea and business development challenge for college students across Colorado. Backed by the Jake Jabs Center for Entrepreneurship at the University of Colorado Denver and renowned entrepreneur, Jake Jabs, THE CLIMB is an event series that helps students and future business owners transform concepts into viable businesses through mentorship, education, financial support, and real-world industry exchanges. With more than 600 mentor hours shared and \$1.2 million awarded to date, the competition continues to grow and shape student experiences, local businesses, and the entrepreneurial community in Colorado and the Rocky Mountain West.

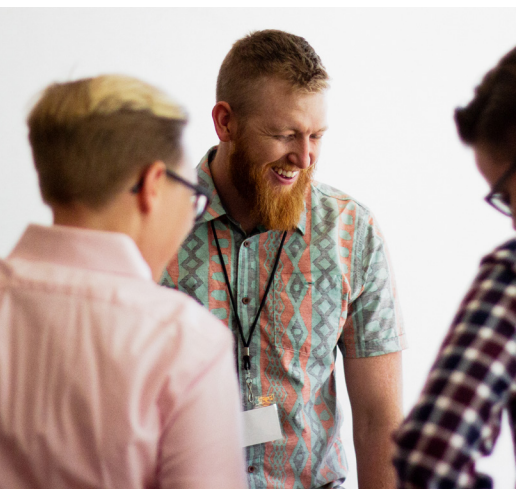
2024 CASH AWARDS

First Place - \$10,000

Second Place - \$5,000

Mission-Driven Award - \$2,500

People's Choice Award - \$1,000





WHY SPONSOR THE CLIMB?

By sponsoring THE CLIMB I Startup Pitch Competition, you can help students and aspiring entrepreneurs contribute to the local startup and business community. Every semester, the Jake Jabs Center is able to provide students with exclusive scholarships for entrepreneurship courses as a result of fundraising events such as this. Help us support these hardworking individuals and be a part of this prestigious competition. In addition, the competition is a great opportunity to grow awareness for your business by networking with local business leaders, community partners, industry experts, and this year's competitors at all of THE CLIMB events.

SPONSORSHIP LEVELS

Platinum - \$15,000

This package is completely customizable and offers total company visibility across the entire event series.

Gold - \$10,000

This package provides your company with an excellent way to raise awareness of your brand and network with fellow Denver entrepreneurs.

Silver - \$7,500

This package shows your company's dedication to the local entrepreneurial community.

Bronze - \$5,000

This package highlights your company as a supporter of the entrepreneurial community.



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SPONSORSHIP PACKAGE BENEFITS

	PLATINUM	GOLD	SILVER	BRONZE
Multi-month marketing, PR, and social media promotions recognizing your company as a sponsor pre- and post-event	✓	✓	✓	✓
Big brand alliance with the University of Colorado Denver (CU Denver) and legendary entrepreneur and philanthropist Jake Jabs, CEO of American Furniture Warehouse	✓	✓	✓	✓
Company logo published as a sponsor on all off-site and on-site marketing and promotional pieces (e.g., TV displays at events, inside cover of event program, competition applications and materials, email invitations and reminders, event website with links to your website, on-campus flyers, etc.)	✓	✓	✓	✓
One (1) company ad in full-color event program	Full back cover ad	Full pg.	½ pg.	½ pg.
Reserved and premier seating at event	16 guests	16 guests	8 guests	4 guests
First right of refusal for 2025	✓	✓	✓	
Company banners and/or pop-ups in prominent locations at events	✓	✓	✓	
Category exclusivity (i.e. Official Platinum Sponsor)	✓			
“About Company” boilerplate on official event press releases (at least 2)	✓			
Fully customizable sponsorship space/area	✓			
Completely customizable package (THE CLIMB is brought to you by “Name of Company”)	✓			



ABOUT THE JAKE JABS CENTER

The Jake Jabs Center for Entrepreneurship (JJCE) is a multidisciplinary resource center located in the University of Colorado Denver Business School. Emphasizing real-world experience, JJCE is dedicated to educating and empowering undergraduate and graduate students to think and act entrepreneurially. Through its academic programs, student clubs, and events, the Center provides door-opening networking and mentorship opportunities for students of all backgrounds, whether they go on to launch their own startup or join an existing organization. The Jake Jabs Center for Entrepreneurship's current academic offerings include a BSBA major, undergraduate minor, Master's in Entrepreneurship, MBA specialization, and professional non-degree certificates at both the undergraduate and graduate level.

SPONSORSHIP CONTACT

Clair Seville (Sims), Assistant Director of Operations

Phone: 303-315-8500

Email: clair.sims@ucdenver.edu

EVENT DETAILS

All events are free and open to the public.

THE CLIMB | Pitch Night

Date: Thursday, April 25, 5:30 – 8:00 PM

Location: Jake Jabs Event Center,
1st Floor in the CU Denver Business School,
1475 Lawrence St, Denver, CO 80202



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