

Sponsorships • Tickets •
In-Kind Donations •
Ask us how YOU can be involved!



COLIN'S HOPE

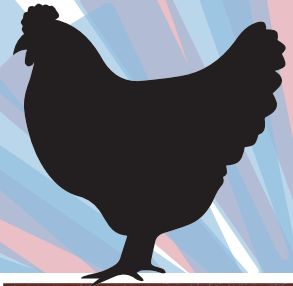


BEST DAY EVER PARTY & COUNTY FAIR

Saturday May 6, 2023 | 5-10 PM

STAR HILL RANCH | BEE CAVE, TX

*The Best Day Ever Party is an evening of
fun for adults who support Colin's Hope!*



DROWNING PREVENTION IS having U.S.
Coast-Guard approved life jackets
available to all.



DROWNING PREVENTION IS parents,
grandparents, and caregivers talking
about water safety with their children.



DROWNING PREVENTION IS teaching
adults to be undistracted Water
Watchers for children.



The Holst Family
Jeff, Kayla, Colin, Jana

“

Knowing that we're helping save lives in [Colin's] honor means so much to myself and our family and our friends, but it also comes with a great responsibility because we've proven that we can and we are saving lives and we need to keep this work going. It is so important.

- Jeff Holst, Colin's Dad
& Co-Founder of Colin's Hope



**\$500,000
Fundraising Goal**

Our mission is to prevent drowning

Who is Colin's Hope?

Colin's Hope was founded in 2008 after Jeff and Jana Holst lost their 4-year-old son and buddy, Colin, to a drowning in a lifeguarded pool. After Colin's death, the Holst's learned that drowning is the #1 cause of death for ages 1-4 and a leading cause for older children, teens and adults. Most importantly, they learned drowning is PREVENTABLE. They did not want any other family to lose a child to preventable drowning. Thank you, Jeff and Jana, for turning your tragedy into triumph and creating Colin's legacy through Colin's Hope and the work done to prevent drowning.

What does Colin's Hope do?

Colin's Hope works year-round to educate children, families, and caregivers about water safety. Using proven tools to increase water safety knowledge, we have become THE trusted water safety resource in Texas, a leader in water safety across the nation, and a respected global partner in drowning prevention. Our Water Safety with Colin & Friends water safety lessons for kids are available for FREE online in English and Spanish at www.drowningispreventable.org, life jacket loaner stations, Water Safety Education Cards, online Water Safety Quiz and web-based resource hub for parents and caregivers are just some of the programs we deliver with a mission to educate about water safety to prevent drowning.

Why should I support Colin's Hope through the Colin's Hope Best Day Ever Party & County Fair?

Each year, Texas loses almost 100 children to fatal, preventable drownings. Additionally, it is estimated, for every fatal drowning, at least 7 times as many children survive a non-fatal drowning often resulting in long-term, physical, emotional and psychological trauma as well as financial hardship for the family. Colin's Hope has a goal to raise at least \$500,000 at the Best Day Ever and County Fair to support our year-round efforts to prevent Drowning. We need supporters like you to invest in our work so that we can reach more children and families with our life-saving education. Thank you for your consideration; and, as Colin used to say, let's make it the "Best Day Ever!"



For more information, visit www.colinshope.org/bde or contact us at info@colinshope.org





Title Water Safety Investor: \$30,000

- 30 event tickets with 60 raffle tickets
- Opportunity to speak during the event
- Co-branded swag item for goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as the Title Water Safety Investor during and leading up to event through promotional materials, signage, social media, website, and marketing efforts
- Recognition from stage at event and logo displayed on screens at event
- Access for your guests to the VIP "lounge" at the event

Premier Water Safety Investor: \$20,000

- 20 Event Tickets with 40 Raffle Tickets
- Opportunity to speak at event
- Swag item in goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as Premier Water Safety Investor during and leading up to event through promotional materials, signage, social media, website, and marketing effort
- Recognition from stage at event and logo displayed on screens at event
- Access for your guests to the VIP "lounge" at the event

Key Water Safety Investor: \$15,000

- 15 Event Tickets with 30 Raffle Tickets
- Swag item in goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as Key Water Safety Investor during and leading up to event through promotional materials, signage, social media, website, and marketing effort
- Recognition from stage at event and logo displayed on screens at event on event screens
- Access for your guests to the VIP "lounge" at the event

Best Food Ever Sponsor - \$10,000

- 12 Event Tickets with 24 Raffle Tickets
- Name or Brand displayed in food area
- Swag item in goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as Food Sponsor during and leading up to event through promotional materials, signage, social media, website, and marketing effort on event screens
- Access for your guests to the VIP "lounge" at the event

Auction & Raffle Sponsor - \$10,000

- 12 Event Tickets with 24 Raffle Tickets
- Name or brand displayed at stage and raffle areas
- Swag item in goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as the Auction and Raffle Sponsor during and leading up to event through promotional materials, signage, social media, website, and marketing effort on event screens
- Access for your guests to the VIP "lounge" at the event

Lights & Sound Sponsor - \$5,000

- 8 Event Tickets with 16 Raffle Tickets
- Name or Brand displayed in stage area
- Swag item in goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as the Lights and Entertainment Sponsor during and leading up to event through promotional materials, signage, social media, website, and marketing effort on event screens

Best Beverages Ever Sponsor - \$5,000

- 8 Event Tickets with 16 Raffle Tickets
- Name or Brand displayed in bar areas
- Swag item in goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as the Beverage Sponsor during and leading up to event through promotional materials, signage, social media, website, and marketing effort on event screens

Venue Sponsor - \$5,000

- 8 Event Tickets with 16 Raffle Tickets
- Name or Brand displayed at registration/ entrance to the venue
- Swag item in goody bags
- Special Colin's Hope Gift for all your guests
- Recognition as the Venue Sponsor during and leading up to event through promotional materials, signage, social media, website, and marketing effort on event screens

County Fair Game Sponsor - \$2,500

- 6 Event Tickets with 12 Raffle Tickets
- Name or Brand Displayed at your sponsored game and opportunity to "staff" the game if desired
- Swag item in goody bags
- Recognition as a Game Sponsor during and leading up to event through promotional materials, signage, social media, website, and marketing effort and on event screens

Pool & Spa Industry Sponsor - \$2,500

6 Event Tickets with 12 Raffle Tickets

Up 500 Water Safety Cards/Water Watcher Badges to distribute to customers

Swag item in goody bags

Recognition as a Pool & Spa Industry Champion during and leading up to event through promotional materials, signage, social media, website, and marketing effort and on event screens

Water Watcher Circle Sponsor - \$1,500

- 4 Event Tickets with 8 Raffle Tickets
- Swag item in goody bags
- Recognition as a Water Watcher Circle sponsor on event website and in event program and on event screens

Drowning Prevention Partner - \$500

- 2 Event Tickets with 4 Raffle Tickets
- Recognition as a Drowning Prevention Partner on event website and in event program and on event screens

Tribute Donation - \$250

- Single Event Ticket with 2 Raffle Tickets
- Recognition as a Tribute Donor on event website, in event program and on event screens

****In Kind Sponsors:
Donation of Live Auction or Raffle items and Donated**

- Event Goods and Services
- Event Ticket/s -To Be Determined
- Raffle Ticket/s -To Be Determined
- Recognition and Benefits -To Be Determined

**In-Kind sponsor benefits will be calculated at 100% of the value of the donation if the donation is provided in full and benefits will match the appropriate sponsor level. Should the in-kind donation not be a 100% donation, but instead a percentage of the value, the sponsor will receive benefits at the level appropriate to the value of the donation . For example, if a dinner with a market value of \$2000 is given, but Colin's Hope must incur a \$500 fee for the food at the dinner, then your sponsor benefits will match the \$1500 sponsorship level above

Colin's Hope is a non-profit 501(c)(3) organization, and all donations are tax deductible to the fullest extent of the law. We appreciate your consideration.

Please contact us at info@colinshope.org to coordinate your sponsorship or if you have any questions or need additional information. We look forward to you joining us for another Best Day Ever to prevent drowning.





Help us reach our goal of \$500,000!

Sponsorship Agreement

Through event sponsorship, you will impact an influential audience. Sponsors of the Colin's Hope Best Day Ever Party & County Fair will fund programs that increase water safety awareness that ultimately prevent drowning.

Donor/Company Name (as you would like it to appear in promotional materials):

Company Contact (if applicable):

Position:

Donor/Company Address:

Phone:

Email:

Company Website:

Sponsorship Levels (check one):

- | | |
|--|--|
| <input type="radio"/> Title Water Safety Investor - \$30,000 | <input type="radio"/> Venue Sponsor - \$5,000 |
| <input type="radio"/> Premier Water Safety Investor - \$20,000 | <input type="radio"/> County Fair Game Sponsor - \$2,500 |
| <input type="radio"/> Key Water Safety Investor - \$15,000 | <input type="radio"/> Pool & Spa Industry Champion - \$2,500 |
| <input type="radio"/> Best Food Ever Sponsor \$10,000 | <input type="radio"/> Water Watcher Circle - \$1,500 |
| <input type="radio"/> Auction & Raffle Sponsor - \$10,000 | <input type="radio"/> Drowning Prevention Partner - \$500 |
| <input type="radio"/> Lights and Sound Sponsor - \$5,000 | <input type="radio"/> Tribute Donation - \$250 |
| <input type="radio"/> Best Beverages Ever Sponsor - \$5,000 | <input type="radio"/> Tribute Gift \$ _____ |

(Please accept this donation in lieu of my attendance)

Payment Information (credit/debit card):

Name on card: _____ Expiration Date: _____/_____/_____

Card Number: _____ CCV (3 digit code): _____

Signature: _____ Date: _____

Please return the completed form and any supporting materials to info@colinshope.org by March 15th, 2023 along with a vectorized logo (preferred for quality printing) for marketing efforts. For more information about sponsorship of the Colin's Hope Best Day Ever Party, contact us at info@colinshope.org.

Colin's Hope is a qualified tax exempt organization, as defined in Section 501(c)(3) of the Internal Revenue Code; Federal Tax ID Number 30-0500004. A charitable contribution deduction may be claimed for the cash amount or fair market value of contribution made to Colin's Hope less the value of goods or services received, if any.

Colin's Hope PMB 147 3267 Bee Cave Road, STE 107 Austin, Texas 78746-6700





Help us reach our goal of \$500,000!

Live Auction & Raffle Prize Donations

Donating auction and/or raffle prizes is a great way to demonstrate your company's support of Colin's Hope. Please complete one form per item. Items exceeding \$3000 qualify for sponsorship benefits at half their value. Please see sponsorship tiers or contact us for more information about your benefits

Donor/Company Name (as you would like it to appear in promotional materials):

Company Contact (if applicable):

Position:

Donor/Company Address:

Phone:

Email:

Company Website:

Donation:

☐ Monetary

☐ Goods

☐ Services

Quantity: _____

Monetary Amount or Fair Market Value (as determined by the donor): \$ _____

If donation of goods/services exceeds a value of \$3000, please provide your Employer ID # or Social Security Number for tax purposes: _____

Description of Goods/Services (For goods: a brief description that includes manufacturer, model, and serial number, if available. For services: a description of the service provided.):

Were any goods/services provided in exchange? ☐ Yes ☐ No Value: \$ _____

Description: _____

Donation Received by: _____ Date: _____

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Colin's Hope ☒ PMB 147 ☒ 3267 Bee Cave Rd., STE 107 ☒ Austin, Texas ☒ 78746-6700



Thank You

Board of Directors, Event Committee,
Sponsors and Supporters

for making this day possible!



Colin's Hope Best Day Ever Party Committee

Marion Burch
Jana Holst
Jeff Holst
Alissa Magrum
MaryAnne Malicki
Justin Renfrew-Hill
Jenny Sparks

Colin's Hope Board of Directors

Jeff Holst, Co-Founder, Colin's Dad
Jana Holst, Co-Founder, Colin's Mom
Carli Smith, Board Chair
Susan Tyson, Past Board Chair
Casey Arendt, Board Chair Elect
Justin Renfrew-Hill, Board Treasurer
Bobby Dubois
Jenny Sparks

Colin's Hope Staff

Jennifer Poteat, Executive Director
Jessica Brown, Program Director



Jessica's son & honorary
staff member, Alexander

Our Generous Sponsors

(Additional sponsors and supporters will be added as we receive commitments.)

*Bobby & Gail
Dubois*

thrivent

latham

COVERSTAR

