

annual sponsorship opportunities



Reach the fastest growing, hardest to reach demographic in Northern Colorado... young professionals!

Emerge Colorado™ currently has Annual Sponsorship opportunities available that are:

- **Cost-effective**
- **Targeted to reach young leaders and professionals**
- **Exclusive by industry**
- **Comprehensive in coverage**

As an Annual Sponsor, your company will reach our mailing list of over 450 young professionals in Northern Colorado, including over 100 paid members of our organization and an average of 85+ attendees per function.



What is EmERGE Colorado?

Emerge Colorado is a Young Professionals Networking Club designed to provide educational and networking opportunities to emerging professional leaders in Northern Colorado. EmERGE events are held at some of the most exclusive locations in Northern Colorado, alternating between breakfasts and afternoon socials, and attract the most progressive, impacting young business leaders in the region. In addition to our six regularly scheduled events, membership in EmERGE Colorado includes access to special members-only events and exclusive opportunities throughout Northern Colorado.

Host a year as an Annual Sponsor for only \$7,500!

You Sponsorship includes:

- Name and logo on **ALL** EmERGE Colorado communications with members and the general public, including (but not limited to) print and email invitations, RSVP confirmations, press releases, ads, membership recruiting and renewal forms, misc. communications with members and attendees, directional signage at events, event programs, name tags, etc.
- Prominent recognition on ALL pages of the EmERGE Colorado website with hyperlinks, including a spotlight page promoting your company
- Exclusive sponsor rights within your industry – none of your competitors will be able to sponsor or host EmERGE Colorado events
- Opportunity to hang your company banner and other displays at all events
- Table signage at all events in recognition of sponsorship
- Verbal recognition at events
- Logo on drink tickets and on bar signage
- Opportunity to present company collateral literature to guests
- Entry for any 2 individuals into all EmERGE Colorado events
- Opportunity to host an event at your facility, if desired and appropriate

For more information about EmERGE Colorado sponsorships, contact:

Ryan Keiffer
970-567-7809
rkeiffer@beetstreet.org

www.emergecolorado.com



The Young Professional segment:

Young professionals — adults 25 to 44 with household incomes of \$50,000 or more — are the fastest growing demographic group in Northern Colorado. In the past 3 years, population among this group has grown 13%. These well-educated, savvy young leaders comprise one of the most desirable segments for marketers and business owners.

- **58% are homeowners**
- **60% are employed in Professional, Technical or Managerial positions**
- **48% have at least one child at home**
- **71% have lived here 5 years or less**

Sources: 2004 U.S. Census Estimates, MMS Data 2005

Emerge Colorado attendees:

Emerge Colorado attracts the top end of this powerful demographic segment. Our attendees are emerging leaders with the power and influence to purchase your products and services...

- **Education:** 93% have a Bachelor's degree or higher
- **Income:** 79% have an annual household income of \$50,000 or more and 53% have an annual household income of \$75,000 or more
- **Home/car ownership:** 72% own their own home; 32% plan to buy a new home and 45% plan to purchase a car within the next 2 years
- **Profession:** 90% are currently employed in Technical, Professional or Managerial positions, and 40% are business owners
- **Influence:** 83% make or provide key input on most or all buying decisions their company makes
- **Sponsorship support:** 48% have purchased products or services from past EmERGE Colorado sponsors

Source: May 2008 EmERGE attendee survey

For more information about EmERGE Colorado sponsorships, contact:

Ryan Keiffer
970-567-7809
rkeiffer@beetstreet.org