

# single event 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 90 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.

**Sponsor an EmERGE Colorado Event for only \$750.00!**

### **Your Sponsorship includes:**

- Name and logo on **ALL** Member's Only event communications including (but not limited to) print and email invitations, RSVP confirmations, press releases, ads, event programs, etc.
- Opportunity to speak on behalf of your company or project
- Opportunity to hang your company banner or other displays at the event
- Table signage in recognition of sponsorship
- Opportunity to present company collateral literature to guests
- Entry for any 2 individuals into all EmERGE Colorado events
- Recognition on EmERGE Colorado website

### **EmERGE Colorado Event Support:**

- Please note: EmERGE Colorado handles all event logistics including food, beverage, invitations, advertising, promotions, etc in exchange for sponsorship

**For more information about EmERGE Colorado sponsorships, contact:**

Ryan Keiffer  
970-567-7809  
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[www.emergecolorado.com](http://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

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