



Greetings!

Ensign is busy planning for the 7<sup>th</sup> annual Halloween Eye Ball and we want to share this event and our mission with you. For most of us, the ability to see the world around us is a part of everyday life that we take for granted. But, for Colorado residents experiencing vision loss or blindness, their world can become a very isolating place.

Since 2001, Ensign Skills Center has served low vision clients and their families through nationally accredited, comprehensive services including adaptive vision techniques, client and family education, individualized training and visual support tools and products. During this time, we have grown to two front range offices, 5 satellite offices, and a mobile program that allows our program to be accessible.

The Ensign Skills Center is the only non-profit services of our kind in Colorado. The low vision community depends on us for helping people best utilize their remaining vision in order to regain and preserve their independence and quality of life.

In order to raise public awareness and financial support to reach the growing number of Coloradans who depend on our services, we host many educational events and an annual fundraiser, the Halloween Eye Ball. This year's Halloween Eye Ball will be held Saturday, October 26th from 6:30-11 at the Agave Room in Old Town Fort Collins!

We are contacting you today to ask you to consider a sponsorship opportunity for Ensign's Halloween Eye Ball. Your support as an event sponsor will help ensure the success of our work and help Ensign serve a greater number of low vision clients over the next year.

To learn more about Ensign Skills Center, a Colorado 501(c)3 non-profit, please visit our website at <http://ensightskills.org> or contact us at (970) 407-9999.

We thank you for your consideration of our sponsorship request. We would be delighted for you to take part in helping Ensign create a lasting impact on our community.

Sincerely,

Denny Moyer, President/CEO  
Ensign Skills Center

Sponsorship Director,  
Melody Bettenhausen  
[melody@ensightskills.org](mailto:melody@ensightskills.org)  
(970)407-9999  
[www.ensightskills.org](http://www.ensightskills.org)

Jackson Eye Care



# Ensign's Halloween Eye Ball

The Eye Ball is Ensign's annual fundraising gala. The Eye Ball is a Halloween themed event that is held Saturday, October 26th, 2019. This year will mark the 7<sup>th</sup> anniversary of the

Halloween Eye Ball! Since we began, more than 600 people have attended the event. The 2019, the Halloween Eye Ball will be held at the Agave Room located in Old Town Fort Collins. We expect this year's attendance to be approx.

200 people. The target audience for this year's Eye Ball will be community leaders, local business owners/employees, local organizations, and those who share in our mission to provide people with low vision the tools, counseling, and training that empowers independent and productive living.

This event is advertised in local papers including the Fort Collins Coloradoan, Loveland Reporter Herald, Windsor Beacon, Boulder Camera, and the Denver Post. Email blasts with sponsor logos and info are distributed to over 5000 contacts. Ensign's active websites which received a combined 1200 impressions a month, will proudly display all sponsor logos. We will be advertising through radio, web ads, and print publications.

We hope you will join in on the fun, if you dare.



## **2019 Eye Ball Sponsorship opportunities**

- **Mummy of all Sponsors – \$5,000 Only 1 Available!!**
  - + Naming rights – Ensign's Halloween Eye Ball presented by YOUR Company!
  - + Company name mentioned in all press opportunities, Flyers, Posters and event tickets (Respond by August 15, 2019 to be included on the printed materials)
  - + Prime space for company logo, tagline and link on Ensign's website, ticket purchasing site, Facebook event page, and Step & Repeat photo backdrop
  - + 1 year of Company advertisement through Ensignskills.org "welcome" page.
  - + Prime banner space at the Eye Ball
  - + 20 VIP tickets and one reserved table, which include general admission, two drink tickets per guest. (\$1280 all social media sites. Approximately 20 posts will include the companies name.
  - + Company logo on Ensign newsletter/write up on sponsoring company. Link to website on E-Newsletter.
  - + Radio ads with your company as part of the Eye Ball branding.
- **Frankenstein Sponsor – \$2,500**
  - + Company name mentioned in all press opportunities
  - + Company logo on all Flyers, Posters and event tickets (Respond by August 15 2019 to be included on printed materials)
  - + Prime space for company logo, tagline and link on event website, ticket purchasing site, Facebook event page and Step & Repeat photo backdrop
  - + Company advertisement on Ensignskills.org for 6months
  - + Banner space at the event
  - + 10 VIP tickets, which include general admission, two drink tickets (\$640 value!)
  - + Option to reserve a table for your company and friends.
  - + Sponsor will be recognized on all social media sites.
  - + Company logo on Ensign newsletter

\*All reserved tables seat 10. Any vacant seats will be filled by the general public. This is a great way to highlight your practice and the company name!

- **Monster Sponsor – \$1,000**

- + Company name mentioned in press opportunities
- + Company logo on all Flyers, Posters and event tickets (Respond by August 15, 2019, to be included on the printed materials) and Step & Repeat photo backdrop
- + Company logo / link on event website, ticket purchasing site, Facebook event page
- + Banner space at the event
- + Company advertisement through the organization website for 3 months and link to company website.
- + Live mentions during the event announcements.
- + Advertisement on all social media sites for Ensign.
- + 10 tickets to the 2019 Halloween Eye Ball (\$500 value!)



Edge Optics Crew

- **Haunted Sponsor – \$750**

- + Company logo / link on event website, ticket purchasing site and Facebook event page and Step & Repeat photo backdrop.
- + Advertisement on all social media sites for Ensign.
- + Company logo on Ensign e-newsletter and a brief write up on the company to be provided by Sponsor and Link to website on E-Newsletter
- + Live mentions during the event announcements.
- + 6 General Admission ticket

- **Costume Contest Sponsor- \$500**

- + Your sponsorship will be the prizes for the 1st, 2nd, 3rd and People's Choice Awards!
- + This is a great chance to highlight your company at the event. You will receive 3 tickets for representatives to join in on the fun. These reps have the opportunity to be the 2019 costume contest judges.
- + Company promotion the night of event as your company will be mentioned several times when promoting the contest.
- + Company mentioned in connection with the costume contest on Facebook, Twitter, Instagram and website.
- + Company logo included on all Eye Ball marketing materials and Step & Repeat photo backdrop
- + Includes the Ghost Sponsor benefits listed below. (5 general admission tickets total)

**Jack O Lantern Sponsor:**

- + Company logo / link on event website, ticket purchasing site and Facebook event page and Step & Repeat photo backdrop.
- + Advertisement on all social media sites for Ensign.
- + Company logo on Ensign e-newsletter and a brief write up on the company to be provided by Sponsor and Link to website on E-Newsletter
- + Live mentions during the event announcements
- + 4 General Admission (\$200 value) plus 4 drink tickets (\$32)

- **Ghost Sponsor – \$250**

- Company logo / link on event website, ticket purchasing site and Facebook event page and Step & Repeat photo backdrop.
- Advertisement on all social media sites for Ensign.
- Company logo on Ensign newsletter and a brief write up on company. Link to website on E-Newsletter
- 2 General Admission ticket



Enight Skills  
Center Halloween  
Eye Ball  
Sponsorship Form

☐

Mummy of All  
Sponsors  
\$5000

☐

Frankenstein  
Sponsor  
\$2500

☐

Monster  
Sponsor  
\$1000

☐

Haunted  
Sponsor  
\$750

☐

Costume Contest  
Sponsor  
\$500

☐

Ghost  
Sponsor  
\$250

☐

Spooky Sponsor is for any  
in-kind donations with a  
value of \$50-\$249

Account  
Type

☐

Visa

☐

MasterCard

☐

Amex

Card Number\_\_\_\_\_

CVC (3 digits on back of card) \_\_\_\_\_

Expiration Date\_\_\_\_\_

Pay By Check: Make checks payable to:  
Enight Skills Center

To pay through PayPals visit: [ensightskills.org](http://ensightskills.org)

Sponsorship  
due by:

August 15th, 2019

Contact Name\_\_\_\_\_Business/Organization\_\_\_\_\_

Address\_\_\_\_\_City\_\_\_\_\_State\_\_\_\_\_Zip\_\_\_\_\_

Email\_\_\_\_\_Telephone\_\_\_\_\_

Please email, fax, or hand deliver complete forms  
to: Enight Skills Center, Inc.  
1740 S. College Avenue Fort Collins, CO 80525

Telephone: (970)407-9999  
[melody@ensightskills.org](mailto:melody@ensightskills.org)  
Fax: (970)207-9844