

21st Annual Summit for Life Sponsorship Opportunities

Name: Jessi Rochel

Email: info@chrisklugfoundation.org

Phone: (970) 710-2626

Website: Summitforlife.org



**SATURDAY
12/5/2026**





MAKE A DIFFERENCE

...and have fun doing it!

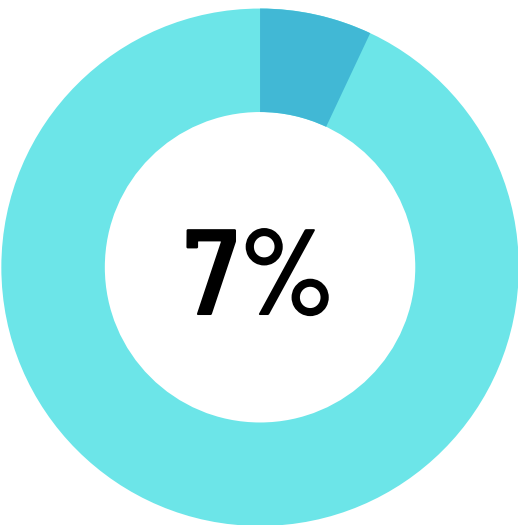
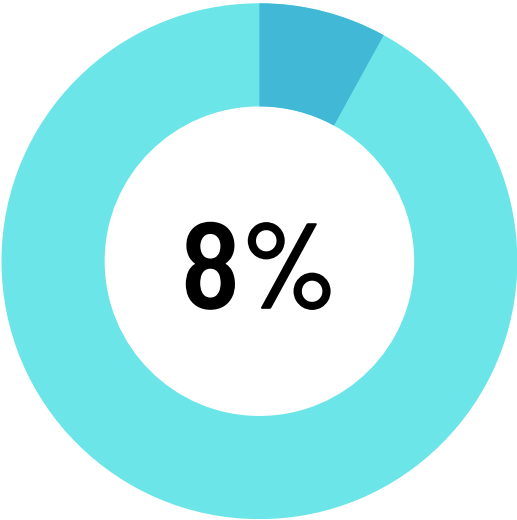
Summit for Life doubles as both a nighttime, uphill race on Aspen Mountain, AND a fundraiser for the Chris Klug Foundation (CKF).

Our mission is to educate individuals to register as organ, eye, and tissue donors, and inspire those in the transplant community to live their best lives. Our vision is to eliminate the wait for transplantation.

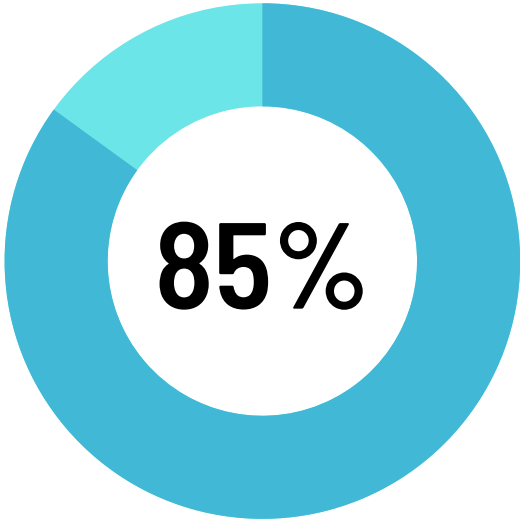
By participating in Summit for Life, you help us spread that message, and make a difference for the 103,000 people awaiting a lifesaving transplant in the United States today.



In 2025, 8% of dollars donated went to fundraising.



In 2025, 87=5% of dollars donated went to programming.



In 2025, 9% of dollars donated went to administration.

Inspiration



Beyond the Gift: The Untold Journeys

We share stories of those in the transplant community to inspire others.

We celebrate three trailblazers in the transplant community who have done exceptional things for others.



We have a team of volunteers who represent CKF in their area. They host and attend events, and inspire others to register.

Education



Our Podcast series aims to discuss everything not discussed regarding organ donation and transplants.



We help community members to host their own awareness events in their communities, encouraging individuals to register as donors.



Our free online curriculums educate about the importance of organ, eye, and tissue donation. These straightforward, easy-to-use tools can be utilized in various settings, and we are working to develop numerous different Toolkits.

Events



We have multiple charity entries into a variety of races for runners to raise awareness and funds for CKF. Options include Leadville 100 TR, Sydney and NYC Marathons, and more.



We have multiple charity entries into a variety of races for bikers to raise awareness and funds for CKF. Options include Unbound Gravel and Leadville 100 MTB.



Our Wine and Dine Gala is where we honor our CKF Award Winners and celebrate the gift of life.

Our flagship event, Summit for Life, raises awareness for organ, eye, and tissue donation, and funds for CKF.



SPONSORSHIP LEVELS

SUMMIT SPONSOR: \$15,000

PROMOTION:

- Title Sponsor name added to the event logo and event name.
- Recognized as Title Sponsor on racer bib, and in all event marketing collateral, e-blasts, race fundraising platform, press releases, and interviews.
- Featured on race participant gift.
- Primary logo display with a link on Summit for Life website header.
- Primary logo display with a link on CKF website sponsor and event pages.
- Cross-promotional social media posts on Facebook, Instagram, TikTok, and Twitter.
- Public announcements by Chris Klug recognizing Title Sponsor at race start and finish.
- Mention and logo placement for all printed promotional material before, during, and after the race.

PARTICIPATION:

- Primary banner placements (up to 6 total) at packet pick up, race start, and race finish.
- Prominently featured in the highlight video reel.
- Table or 10x10 booth at packet pickup or race start.
- Promotional item in race participant bag.
- Speaking or other promotional opportunities at the race start.
- Option to donate the Top Team fundraising prize.
- Tabletop marketing opportunity at the awards ceremony.

PERKS:

- Right of first refusal to be the Title Sponsor the following year.
- Twelve (12) gondola tickets to the S4L post-race party at the Sundeck OR twelve (12) S4L race entries.



SILVER BELL SPONSOR: \$10,000

PROMOTION:

- Recognized as Presenting Sponsor on racer bib, and in all event marketing collateral, e-blasts, race fundraising platform, press releases, and interviews.
- Logo prominently displayed with a link on Summit for Life website.
- Logo prominently displayed with a link on CKF website sponsor and event pages.
- Cross-promotional social media posts on Facebook, Instagram, TikTok, LinkedIn, Threads and Twitter.
- Public announcements by Chris Klug recognizing Presenting Sponsor at race start and finish.
- Mention and logo placement for all printed promotional material before, during, and after the race.

PARTICIPATION:

- Primary banner placements (up to 4 total) at packet pick up, race start, and race finish.
- Prominently featured in the highlight video reel.
- Table or 10x10 booth at packet pickup or race start.
- Promotional item in race participant bag.
- Option to donate Top Individual Fundraiser prize.
- Tabletop marketing opportunity at the awards ceremony.

PERKS:

- Right of first refusal to be the Presenting Sponsor the following year.
- Eight (8) gondola tickets to the S4L post-race party at the Sundeck OR eight (8) S4L race entries.



SPAR GULCH SPONSOR: \$5,000

PROMOTION:

- Sponsor recognized in all event marketing collateral, e-blasts, race fundraising platform, press releases, and interviews.
- Prominent logo placement on racer bib.
- Logo displayed with a link on Summit for Life website.
- Logo displayed with a link on CKF website sponsor and event pages.
- Cross-promotional social media posts on Facebook, Instagram, TikTok, LinkedIn, Threads, and Twitter.
- Public announcements during the event recognizing Spar Gulch Sponsorship.
- Mention and logo placement for all printed promotional material before, during, and after the race.

PARTICIPATION:

- Primary banner placements (up to 2 total) at packet pick up, start, or finish.
- Prominently featured in the highlight video reel.
- Table or 10x10 booth at packet pickup or race start.
- Promotional item in race participant bag.
- Option to donate the Top Youth fundraising prize.
- Tabletop marketing opportunity at the awards ceremony.

PERKS:

- Six (6) gondola tickets to the S4L post-race party at the Sundeck OR six (6) S4L race entries.

AJAX SPONSOR: \$2,500

PROMOTION:

- Sponsor recognized in relevant event marketing collateral, e-blasts, race fundraising platform, press releases, and interviews.
- Logo placement on racer bib.
- Logo displayed with a link on Summit for Life website.
- Logo displayed with a link on CKF website sponsor and event pages.
- Relevant cross-promotional social media posts on Facebook, Instagram, TikTok, LinkedIn, Threads, and Twitter.
- Public announcements during the event recognizing Ajax Sponsorship.
- Mention and logo placement for relevant printed promotional material before, during, and after the race.

PARTICIPATION:

- Banner display (1) at Summit for Life race start.
- Table or 10x10 booth at packet pickup or race start.
- Promotional item in race participant bag.

PERKS:

- Four (4) gondola tickets to the S4L post-race party at the Sundeck OR four (4) S4L race entries.

COMMUNITY SPONSOR: \$1,000

PROMOTION:

- Sponsor recognized in limited event marketing collateral, e-blasts, race fundraising platform, press releases, and interviews.
- Logo displayed with a link on Summit for Life website.
- Limited cross-promotional social media posts on Facebook, Instagram, TikTok, LinkedIn, Threads, and Twitter.
- Mention and logo placement for limited printed promotional material before, during, and after the race.

PARTICIPATION:

- Logo recognition during S4L post-race party at the Sundeck.



SPONSORSHIP BOOSTERS

In addition to the sponsorship options listed previously, sponsors at any level have the opportunity to add on any of the Sponsorship Booster options listed below.

SUNDECK SPRINTER SPONSOR

UP TO \$4,000

- Sponsor our inaugural Sundeck Sprinter, who will start 15 minutes after the race begins, and aim to overtake as many racers as possible before reaching the finish line.
- For every individual the Sprinter overtakes, the sponsor will donate \$10 to CKF.
- Exclusive print and digital marketing as the Sundeck Sprinter Sponsor.
- Announcements during the event.
- Opportunity to kit out the Sundeck Sprinter with sponsor-branded gear.

MEDAL SPONSOR

\$3,000

- The Medal Sponsor will have their name featured on all medal ribbons.
- Sponsor will be included in print and digital marketing as the Medal Sponsor.
- Recognized throughout the evening with announcements.
- Opportunity to assist in medalling athletes at the top of the mountain.

VOLUNTEER SPONSOR

\$2,500

- Sponsor Summit for Life's volunteer gear.
- The only sponsor logo on volunteer gear, along with Summit for Life and CKF.
- Exclusive print and digital promotion as the Volunteer Sponsor.
- Announcements during the event.

BAG TAG SPONSOR: RESERVED

\$500

- Exclusive Bag Tag Sponsor of this year's racer bag tags.
 - Logo placed on one side of racer bag tag, which is then attached to racers' dry bags for the top of the mountain.





SPONSORSHIP AGREEMENT

PLEASE FILL OUT THE FOLLOWING FORM TO CONFIRM YOUR
CHOSEN SPONSORSHIP PACKAGE.

COMPLETED FORMS CAN BE RETURNED TO THE TEAM AT
INFO@CHRISKLUGFOUNDATION.ORG.

PLEASE CONTACT US WITH ANY QUESTIONS.

CONTACT INFORMATION:

Company Name

Contact Person

Contact Email Address

Contact Phone Number

Address

City/State/ZIP Code

SPONSORSHIP PACKAGES:

- _____ \$15,000 Summit Sponsor
- _____ \$10,000 Silver Bell Sponsor
- _____ \$5,000 Spar Gulch Sponsor
- _____ \$2,500 Ajax Sponsor
- _____ \$1,000 Community Sponsor

SPONSORSHIP BOOSTERS

- _____ \$4,000 Sundeck Sprinter Sponsor
- _____ \$2,500 Volunteer Sponsor
- _____ \$1,500 Medal Sponsor
- _____ \$500 Bag Tag Sponsor (Reserved)

PAYMENT INFORMATION:

- _____ Please send me an invoice
- _____ I have enclosed a check made payable
to the Chris Klug Foundation
- _____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

Card Number

Expiration Date

CVV

Please send your high-resolution color
and black-and-white logos to
anna@chrisklugfoundation.org.

\$

Total Sponsorship Cost

Sponsor Signature

Date