

HIGHLY DECORATED



**Saturday  
December 11, 2021**

**HOSTED BY  
SNOWBIRD RESORT  
AND BENEFITING  
WASATCH ADAPTIVE SPORTS**

The 9th annual Highly Decorated will honor our veterans and servicemembers with a day of activity filled with holiday cheer. Join as a sponsor of Highly Decorated and enjoy this unforgettable event while helping Utahns with adaptive needs access the transformative power of outdoor recreation!

## EVENT SCHEDULE

- 12:30 p.m.** Complimentary half day of skiing for 200 veterans, servicemembers, and their families courtesy of Snowbird Resort
- 4:00 p.m.** Après-ski gathering in The Rendezvous with light refreshments
- 4:30 p.m.** Ceremony open to the public to light the 100-foot Highly Decorated trees on Snowbird's Plaza Deck. Family-friendly program includes music, speakers, and an opportunity drawing!
- 5:30 p.m.** Intimate fine dining experience complete with food, drinks, music, and community for sponsors and select guests





**Highly Decorated** supports Wasatch Adaptive Sports including the organization's programming for veterans with adaptive needs. Utah is home to over **134,000 veterans**, 19% of whom have a service-connected disability rating while many more have disabilities unrelated to their time in the military. Both mental and physical health issues run rampant in this population as over half of Utah's adaptive community leads a sedentary lifestyle and the state's veteran suicide rate is far above the national average. WAS aims to address these startling statistics by empowering veterans coping with physical, cognitive, and emotional difficulties to get out of the house and participating in **activities that promote community integration, self-esteem, independence, and active living**. Because of the increased barriers to activity, isolation, and emphasis on the value of outdoor recreation resulting from COVID-19, this programming is more in need than ever before.

**WE INVITE YOU TO JOIN AS A SPONSOR OF HIGHLY DECORATED TO INSTILL JOY IN THE LIVES OF UTAH'S VETERANS, SERVICEMEMBERS, AND THEIR FAMILIES THIS HOLIDAY SEASON WHILE SUPPORTING WAS'S LIFE-CHANGING PROGRAMMING IN THE YEAR TO COME.**

ELIZABETH KIMBALL  
Executive Director



"This was a great program with awesome instructors. [The pandemic] was extremely hard, taking away so many things that make life worth living. Your programs are the lifeline that helped me maintain my sanity and kept me alive."  
- Mick Thompson, WAS Student



"I love that WAS is there for our veterans and truly care about their mental health. It really impacted my mental health by staying active and learning a new sport. This was the best winter I have had since returning home from Iraq."  
- Dave Lewis, WAS Student



# SPONSORSHIP OPPORTUNITIES

## ◆ Black Diamond Sponsorship - \$15,000

- Prominent recognition in pre-event marketing materials including on WAS' website, via social media and e-blasts, on poster displayed around Snowbird, and more
- Prominent recognition in event program
- Prominent recognition during tree lighting ceremony by speaker
- Logo displayed prominently via donor board on Snowbird's highly visible Plaza Deck for 1 year
- Complimentary half-day of skiing for 8 on event day
- Sponsorship highlight in WAS's monthly e-newsletter and via social media channels
- Logo and link on WAS website for 1 year
- Custom e-mail and social media content highlighting sponsor's support created by WAS for sponsor's use
- 2 invitations to the VIP fine dining reception
- Highly Decorated swag

## □ Blue Square Sponsorship - \$10,000

- Preferred recognition in pre-event marketing materials including on WAS' website, via social media and e-blasts, on poster displayed around Snowbird, and more
- Preferred recognition in event program
- Preferred recognition during tree lighting ceremony by speaker
- Logo displayed via donor board on Snowbird's highly visible Plaza Deck for 1 year
- Complimentary half-day of skiing for 6 on event day
- Sponsorship highlight via WAS social media channels
- Logo on WAS website for 1 year
- Custom e-mail and social media content highlighting sponsor's support created by WAS for sponsor's use
- 2 invitations to the VIP fine dining reception
- Highly Decorated swag

## ○ Green Circle Sponsorship - \$5,000

- Recognition in pre-event marketing materials including on WAS' website, via social media and e-blasts, on poster displayed around Snowbird, and more
- Recognition in event program
- Recognition during tree lighting ceremony
- Complimentary half-day of skiing for 4 on event day
- Sponsorship highlight via WAS social media channels
- Logo on WAS website for 1 year
- Custom e-mail and social media content highlighting sponsor's support created by WAS for sponsor's use
- 2 invitations to the VIP fine dining reception
- Highly Decorated swag



Contact WAS' Community Relations Manager Stephanie Medlin to get started or with questions at 801.550.8403 or [stephanie@wasatchadaptivesports.org](mailto:stephanie@wasatchadaptivesports.org).