



2025 Benefit Concert Sponsorship Opportunities

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In 2024, Rock the Shelter packed the house and raised over \$80,000 to fund All Roads' mission of moving people off the streets and into stable housing. This year, with a \$150,000 goal, we're calling on business leaders to help drive even greater change.

On September 26, 2025, Rock the Shelter returns—this time with The Goonies, Colorado's best '80s cover band, leading the charge. Top corporate sponsors will be recognized alongside Boulder's most influential changemakers in an evening that blends philanthropy, networking, and music. Join us for a night of impact and great music, and align your brand with a mission that delivers real results. Become a sponsor today.

9.26.25 | 6:00 PM | eTown Hall, Boulder, CO

45,776

Overnight Shelter Stays
in 2024

125,614

Meals served in 2024

413

People we helped to gain or
maintain permanent housing in
2024

Plug into Compassion

Ignite your organization's compassion and expand the reach of ours.

Rely on Experience

Trust us; 40+ years of experience has taught us what works and what doesn't.

Reward Innovation

We think outside of the box to create effective programs to end people's homelessness.

Take Pride in Results

Last year we helped someone exit homelessness every 3.5 days - be a part of beating that number in 2026.



Ways to Support



PRESENTING
\$15,000

- 10 Complimentary Tickets & Drinks at Event
- 10 Social Media Posts 6-Weeks Leading Up To the Event
- 10 Additional Social Media Posts Throughout the Year
- Website Home Page Promotion Year-Round
- Prominent Placement in Concert Program
- Recognition From Stage at Concert



PLATINUM
\$10,000

- 6 Complimentary Tickets & Drinks at Event
- 6 Social Media Posts 6-Weeks Leading Up To the Event
- 6 Additional Social Media Posts Throughout the Year
- Website Home Page Promotion (8 Months)
- Prominent Placement in Concert Program
- Recognition From Stage at Concert



GOLD
\$7,500

- 4 Complimentary Tickets & Drinks at Event
- 4 Social Media Posts 6-Weeks Leading Up To the Event
- 4 Additional Social Media Posts Throughout the Year
- Website Home Page Promotion (8 Months)
- Prominent Placement in Concert Program
- Recognition From Stage at Concert



Silver
\$5,000

- 2 Complimentary Tickets & Drinks at Event
- 2 Social Media Posts 6-Weeks Leading Up To the Event
- 2 Additional Social Media Posts Throughout the Year
- Website Home Page Promotion (4 Months)
- Prominent Placement in Concert Program

Have a product, service, or experience to share? Support All Roads by donating to our Silent Auction at Rock the Shelter! Your generosity will help us raise critical funds while showcasing your business to our event attendees.

Contact Kari Wissel at kari@allroadsboco.org to donate today!