

## 2011 Corporate Sponsorship Opportunities

### Overview of Corporate Partnerships

Big Brothers Big Sisters is not just a good cause, it is a good business opportunity. We create unique partnerships that are mutually beneficial to both our agency and the companies who support us, and at the same time make lasting impacts on the community. **Cobranded marketing materials** and various cause related marketing efforts are available for partners. Please see attached list of **recognition packages** associated with each sponsorship level.

### Programs Sponsorship

Program Sponsorships directly support Big Brothers Big Sisters' programs and the children we serve. A contribution of roughly \$1,000 supports one child with a mentor for a year, \$5,000 supports five children for a year, and so on. Programs contributions support volunteer recruitment and training and ongoing support of the Big/Little "match" and the family.

- **Community Mentoring Sponsorship** – supports our traditional mentoring program, where Littles and Bigs choose their own activities and get together several times per month over the course of a year. Staff support the relationships, offer supplemental mentor trainings, and provide match events and suggestions for activities.
- **Sports Buddies Sponsorship** – supports an innovative program created to engage more male mentors and alleviate the waitlist for boys. Bigs and their Littles meet once or twice a month in a group setting to play or watch sports. Our staff plans, executes and supervises all activities and coordinates scheduling with both families and volunteers.
- **Golf Buddies Sponsorship** – supports a six-week golf program for Sports Buddies matches in partnership with the Colorado Golf association. There are two six-week sessions that involve 20 matches at each session. The Littles learn all aspects of the game and even use mathematics and construction skills to make their own club which they keep at the end of the session. All matches are invited to participate in a par three tournament to show off their new skills.

### Employee Engagement

Big Brothers Big Sisters offers a variety of opportunities to engage employees and can tailor options for each corporate partner. For example, Big Brothers Big Sisters can provide on-site meetings to inform employees about mentor opportunities or engage employees as volunteers to plan match activities for the program the company chooses to support.

### Event Sponsorships

Event Sponsorships directly support Big Brothers Big Sisters programs but offer alternative options for recognition and engaging employees.

- **Top Donor Reception** – Big Brothers Big Sisters of Colorado hosts one major event annually in the spring. This event is exclusive to our top 100 supporters with their guests and is our way of thanking our most significant donors. There is no cost to guests attending the event. Big Brothers Big Sisters invites top corporate, government and individual donors & leaders in state of Colorado. We expect an audience of approximately 200 influential guests. The Presenting Sponsor receives extensive logo and brand recognition at the event as well as in all event publications.
- **Golf Classic at Sanctuary** – The Big Brothers Big Sisters inaugural Golf Classic will be held on August 17, 2011 at the Sanctuary Golf Course in Sedalia, Colorado. This exclusive course is one of the best in Colorado and the tournament will draw high-level business leaders to support Big Brothers Big Sisters. Sponsorship packages range from the title sponsor to golf foursomes.
- **Bowl for Kids' Sake** – Held each fall, this fun and casual event provides an opportunity for company team building, client appreciation, or a great atmosphere to spend time with friends and family while giving back to the community. Bowl for Kids' Sake is held exclusively at Lucky Strike Lanes—a far from the average bowling alley. Participants (5 bowlers/lane) enjoy two games of bowling, an event shirt, food, beverages, entertainment, and prizes. Multiple recognition options are available.

Big Brothers Big Sisters is committed to engaging supporters creatively. The above options are by no means an exhaustive list of opportunities. The Big Brothers Big Sisters team looks forward to helping our partners reach their unique philanthropic and business goals through Big Brothers Big Sisters sponsorships.

### **Leveraging Your Investment**

CoBank believes in the power of mentoring and is challenging other businesses to get involved. CoBank will match dollar for dollar every new or increased corporate gift in 2011 up to \$50,000. Your investment can have double the impact for the agency.

## **2011 Corporate Recognition Packages**

### **\$50,000 Sponsorship:**

- Name recognition on Big Brothers Big Sisters' Training Room.
- One hole sponsorship at BBBS Golf Classic at Sanctuary.
- One cobranded Outdoor Sign through Lamar Advertising.
- Ten cobranded :30 spots on one of our partner radio stations.
- Premier partner recognition and invitations for our Top Donor Reception.
- One month as "Partner of the Month" on BBBSC web site homepage. Site receives upwards of 5,000 unique visits per month.
- Logo in bi-annual newsletter, circulation 6,500.
- 1 year on Featured Partners page.
- Listing in Annual Report.
- Production costs of all the above.

### **\$35,000 Sponsorship:**

- One hole sponsorship at BBBS Golf Classic at Sanctuary.
- One cobranded Outdoor Sign through Lamar Advertising.
- Ten cobranded :30 spots on one of our partner radio stations.
- Premier partner recognition and invitations for our Top Donor Reception.
- One month as "Partner of the Month" on BBBSC web site homepage. Site receives upwards of 5,000 unique visits per month.
- Logo in bi-annual newsletter, circulation 6,500.
- 1 year on Featured Partners page.
- Listing in Annual Report.
- Production costs of all the above.

### **\$25,000 Sponsorship:**

- One cobranded Outdoor Sign through Lamar Advertising.
- Ten cobranded :30 spots on one of our partner radio stations.
- Premier partner recognition and invitations for our Top Donor Reception.
- One month as "Partner of the Month" on BBBSC web site homepage. Site receives upwards of 5,000 unique visits per month.
- Logo in bi-annual newsletter, circulation 11,500.
- 1 year on Featured Partners page.
- Listing in Annual Report.
- Production costs of all the above.

## 2011 Corporate Recognition Packages

### **\$15,000 Sponsorship:**

- Ten cobranded :30 spots on one of our partner radio stations.
- Premier partner recognition and invitations for our Top Donor Reception.
- Logo in bi-annual newsletter, circulation 6,500.
- 1 year on Featured Partners page.
- Listing in Annual Report.
- Production costs of all the above.

### **\$10,000 Sponsorship:**

- Name recognition and invitations for our Top Donor Reception.
- Logo in bi-annual newsletter, circulation 11,000.
- 1 year on Featured Partners page.
- Listing in Annual Report.
- Production costs of all the above.

### **\$5,000 Sponsorship:**

- Logo in bi-annual newsletter, circulation 6,500.
- 1 year on Featured Partners page.
- Listing in Annual Report.
- Production costs of all the above.

## 2011 Leadership Boards

## **State Board of Directors**

John Barry	Superintendent	Aurora Public Schools
Jim Bickell	Audit Partner	KPMG LLP
Lindsay Brown	Vice President of Tenant Representation	Jones Lang LaSalle
Stephen Dietrich	Shareholder	Greenberg Traurig
Lynn Dolven	Development Director, Major Gifts	Colorado Ballet
Barry Dorfman	President	Jones Lang LaSalle
Jeff Finnin	Chief Financial Officer	CoreSite
David Gardner*	Market President	Great Western Bank
Byron Grandy	Vice President & General Manager	KMGH-TV & Azteca America
Brad Johnson	Vice President Business Development	IMA of Colorado, Inc.
Peter Karpinski	Co-Founder & Chief Executive Officer	SAGE Restaurant Group
Tony LeVeque*	Executive Vice President	Central Bancorp
Steve Lockton	Executive Vice President	Lockton Companies of Colorado, Inc.
Tom Maddox	Cardiologist	Denver VAMC/UC Health Sciences Center
Peter Maiurro*	Director of Awards for Excellence	EI Pomar Foundation
Marvin McDaniel	Vice President/Chief Admin. Officer	Xcel Energy
Brad McQueen	Partner	Ehrhardt Keefe Steiner & Hottman
C. Omar Montgomery	Director of Black Student Services	University of Colorado Denver
Lori O'Flaherty	Vice President	CoBank
Ken O'Neal	Partner	Grant Thornton LLP
Ressie Pate	Vice President of Sales	MediaAscent Associates
Chip Roehrig	Lease Manager	Lamar Outdoor Advertising
Bill Rooney	Director, Tax Services	GHP Horwath, P.C.
Albert Rosenthaler	Senior Vice President	Liberty Media
Ken Ross	President and CEO	Pinnacol Assurance
John Seaberg	Vice President, Investor Relations	Newmont Mining Corporation
Steve Sommers	Attorney	Brownstein Hyatt Farber Schreck
Dave Stalls	President & CEO	Big Brothers Big Sisters of Colorado Inc.
Diane Stanek	Community Leader	
Mike Strugar	Director	Conservation Resource Center
Paul VanDenBosch	Regional VP, Rocky Mountain Region	Allied Nationwide Insurance
Charles Ward	President	Qwest Communications International
Paul Washington	President	LJS Holdings
Bert Williams	President	UMB Bank of Colorado

\*Pikes Peak Representatives

## **Pikes Peak Board**

Beth Bourgeois	USOC Paralympics Division
Shannon Brinias	KKTV News Anchor



Donnie DeYoung	Citi Global Mkts, Inc.
David Gardner	Great Western Bank
Chuck Kocher	ActionCOACH Business Coaching
Peter Maiurro	El Pomar Foundation
Curtis Olson	Consultant
Freddie Rodriguez	USAFR/USAFA
Delilah King	Booz Allen Hamilton

### **Associate Board**

Jonathan Adelman	Project Executive, Enterprise Customer Strategy	Xcel Energy
Sam Anderson	Business Development Manager – Cisco Sales	Comstor
Jamie Barrueta	Director, Sales & Marketing	Wahoo's Fish Taco
Miki Bohn	Employee Benefits Group	Van Gilder Insurance Corporation
Errol Brown	Associate	Jackson Lewis LLP
Monica Coughlin	Global IT Service Operations	Oracle
Christina Hixson	Manager, Events and Sponsorships	Qwest Communications Ehrhardt, Keefe, Steiner & Hottman, P.C.
Bryan Howe	Senior Accountant	Trinity One Group, LLC
David Lederhos	Director, Mortgage Banking	Lockton Companies, LLC
Ron Lottridge	Executive Benefits Advisor	TeleTech
Jennifer Nelson	Vice President, Business Development	GHP Howarth
Nathan Oatman	Director of Business Development	Appian Ventures
Chris Onan	Managing Director	Husch Blackwell Sanders LLP
Christopher L. Ottele	Partner	Waas, Campbell, Rivera LLP
Mikaela Rivera	Shareholder	Magnolia Hotels
Chris Scheer	CFO	Denver Metro Chamber of Commerce
Jackie Snyder	Membership Account Executive	Unum
Shea Treadway	Senior Market Manager	Denver Broncos
Craig Walsh	Manager, Suite Sales	JP Morgan Chase Bank
Cashin White	VP, Business Banking	

### **President's Advisory Council**

Brad Busse	RBC Daniels
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Ron Cattany	Community Leader
Noel Ginsburg	Intertech Plastics, Inc.
Bill Gold	Goldbug
Brian Jackson	Linden Lane Partners
Doak Jacoway	Jacoway Financial
Gary Lutz	Wells Fargo
Ned Minor	Minor & Brown
William O'Connell	Lockton Companies
Kevin O'Hara	Troppus Software
Brenda Rivers	Andavo Travel
Ron Williams	Gary-Williams Energy Corporation

### **Aurora-Montbello Community Resource Board**

Timothy J. Bernard, MD	Assistant Professor	University of Colorado at Denver & The Children's Hospital
Rita Connerly		Fairfield & Woods, P.C.
Barbara Cooper	Chief Equity and Engagement Officer	Aurora Public Schools
Zelda DeBoyes		Aurora Municipal Court
Jill Farnham	Consultant	
Jeff Finnin	CFO	CoreSite
Joni Johnson-Powe		SourceGas
Tasha Jones	Director of Marketing	Forest City Stapleton, Inc.
Thomas Maddox, MD	Cardiologist	Denver VAMC / UCHSC
Dexter Metcalfe	Senior Manager	KPMG
Janet Petrie	General Manager	Hudson Professional Resources
Krista Sprenger	Development Manager - Comm. Infrastructure & Services	Lend Lease Communities