



December 13, 2009

Mr. James K. Hare
Executive Director
Colorado Preservation, Inc.
333 West Colfax Ave., Suite 300
Denver, CO 80204

Dear Jim:

Thanks so much for your interest in Creative Strategies Group (CSG) and our potential role in assisting Colorado Preservation, Inc. with the Colorado Statehouse Dome Restoration Project. I enjoyed our lunch meeting and appreciated the letter you send outlining the scope of services you want me to address in the proposal.

We pride ourselves in being the region's leading event marketing agency and I believe we have the experience, talent, resources and professional networks to make Colorado Statehouse Dome Restoration Project a success. CSG works with most the region's most prestigious and successful festivals and special events including the Cherry Creek Arts Festival, Colorado Garden & Home Show, the 9NEWS Parade of Lights and the National Western Stock Show. On a national scale, we have consulted with with the Philadelphia Flower Show, French Quarter Festivals and the Pasadena Tournament of Roses.

This proposal has been designed to provide you with specific services related to initiative's concepts and structure, partner marketing & sales and program management for the Dome Restoration Project. From your letter, it is my understanding that you seek our assistance in the following areas:

- Develop program concepts
- Assist in identifying potential strategic marketing partners
- Develop compelling partnership program and presentation
- Assist with potential partner presentations
- Evaluate potential marketing partners and provide affiliation recommendations
- Manage program execution

Beginning on the next page, please find an outline of our proposed services to accomplish the tasked outlined above.

Proposal for the Colorado Statehouse Dome Restoration Project - page two

▲ Proposed Services

CSG's management team and subcontractors will work with Colorado Preservation, Inc. in the planning, preparation and management associated with the successful sponsorship partner campaign for the Denver Colorado Statehouse Dome Restoration Project. To this end, we have subdivided CSG's responsibilities into the following functions:

- ❖ Campaign Conceptual Development
 - ◆ Potential Assets
 - ◆ Promotional Elements
 - ◆ Special Events
 - ◆ Signage & Recognition
 - ◆ Timeframe

- ❖ Creation of Partner Program
 - ◆ Preparation of Campaign Asset Inventory
 - ◆ Establishment of Types and Levels of Sponsors & Partners
 - ◆ Assignment of Rights & Benefits
 - ◆ Creation of Sponsor Packages
 - ◆ Benefits Package Valuation (Tangible & Intangible)
 - ◆ Recommended Sponsor Fees
 - ◆ Create Prototype Proposals (All Levels)

- ❖ Prospect List Development
 - ◆ Establish Sponsor Targeting Criteria
 - ◆ Creation of Prospecting List
 - By Business Category
 - By Specific Lead

- ❖ Activation & Promotional Programs
 - ◆ Media Partnerships
 - ◆ Cross Promotional Partnerships
 - ◆ Brainstorm Specific Activations By Business Type

- ❖ Solicitation Assistance
 - ◆ Provide Sponsorship Solicitation Training
 - ◆ Assist with Partner Pitches
 - ◆ Ongoing Sales Coaching

- ❖ Partners Fulfillment Program
 - ◆ Creation of Fulfillment Program
 - ◆ Fulfillment Training
 - ◆ Fulfillment Coaching

Fees & Expenses:

Creative Strategies Group proposes working with the Colorado Preservation, Inc. on the basis of a management fee for services outlined on the previous page. If CSG should solicit sponsors on behalf of the Colorado Statehouse Dome Restoration Project, CSG proposes a commission structure for sales secured as outlined below:

▲ Management Fees

❖ Campaign Conceptual Development	\$10,800
❖ Creation of Partner Program	\$11,100
❖ Prospect List Development	\$ 5,200
❖ Activation & Promotional Programs	\$ 8,800
❖ Solicitation Assistance	\$ 7,200
❖ <u>Partners Fulfillment Program</u>	\$ 6,100
Total	\$49,200

These fees could be billed as each function is completed. However, CSG proposes the management fee be paid out as a monthly retainer over the course of the project. (e.g. \$2,050/month over 24 months or \$2,733/month over 18 months)

▲ Sales Commission

For its role in overall sponsorship solicitation, CSG will be compensated through a commission on the gross sponsorship fee secured. There would be no charge for hours spent on this function.

❖ Cash Sponsors secured by CSG	25% of gross
❖ Trade (VIK) Sponsors secured by CSG	20% of budget-relieving value

Commission payments are due upon receipt of payment from Sponsors.

▲ Other Expenses

Expenses for office supplies, copying, postage & express mail will be billed to the client without mark-up.

Jim, I hope this proposal provides you with the information you need to reach a decision on working with CSG. We are very excited about the prospect of working with you. Thank you for your interest and consideration of Creative Strategies Group. Please let me know if you have any questions.

Sincerely,



Bruce L. Erley, APR, CFEE
President & CEO