

Sen. Bob Bacon, Chair
Sen. Scott Renfroe
Sen. Gail Schwartz

Rep. Jim Riesberg, Vice-Chair
Rep. Jerry Sonnenberg
Rep. Edward Vigil



CAPITAL DEVELOPMENT COMMITTEE

State Capitol Building, Room 029
Denver, Colorado 80203-1784
(303) 866-3521



Attachment B

August 25, 2010

Representative Terrance Carroll, Chair
Executive Committee of the Legislative Council
200 East Colfax #029
Denver, Colorado 80203

Dear Representative Carroll and Members of the Executive Committee of the Legislative Council:

On August 2, 2010, the Capital Development Committee (CDC) considered a recommendation from the Capitol Building Advisory Committee (advisory committee) concerning fund-raising for repairs to the State Capitol dome. The fund-raising proposal was prepared by Colorado Preservation, Inc. (CPI).

House Bill 10-1402 authorizes the CDC to oversee and approve a broad-based, grassroots fund-raising effort for the purpose of repairing the State Capitol dome. The bill directs the CDC to provide periodic reports, as needed, to the Executive Committee of the Legislative Council about the types and status of fund-raising efforts under consideration for approval. *The CDC approved the fund-raising proposal recommended by the advisory committee and prepared by CPI. Furthermore, the CDC directed the Office of Legislative Legal Services to prepare a contract formalizing the fund-raising agreement between the state and CPI.* The CDC will consider this contract at its September 8, 2010, meeting. After the contract is approved by the CDC, it will be presented to Speaker Carroll and President Shaffer for their signatures.

A memorandum, prepared by Legislative Council Staff, outlining the fund-raising proposal is appended as Attachment A. The fund-raising proposal, as approved by the CDC, is appended as Attachment B.

Representative Terrance Carroll, Chair
August 25, 2010
Page 2

If you have any questions or concerns about the CDC's recommendations, please call Kori Donaldson, Legislative Council Staff, at 303-866-4976.

Sincerely,



Senator Bob Bacon
Chair, Capital Development Committee

- c: Capital Development Committee Members
- Executive Committee of the Legislative Council Committee Members
- Debbie Haskins, Office of Legislative Legal Services
- Jennifer Thomsen, Legislative Council Staff
- Kori Donaldson, Legislative Council Staff
- CDC File



Colorado
Legislative
Council
Staff

Room 029 State Capitol, Denver, CO 80203-1784
(303) 866-3521 FAX: 866-3855 TDD: 866-3472

MEMORANDUM

Pursuant to section 24-72-202(6.5)(b), research memoranda and other final products of Legislative Council Staff research that are not related to proposed or pending legislation are considered public records and are subject to public inspection. If you think additional research is required and this memorandum is not a final product, please call the Legislative Council Librarian at (303) 866-4011 by September 1, 2010.

August 25, 2010

TO: Members of the Executive Committee of the Legislative Council

FROM: Kori Donaldson, Research Associate. (303) 866-4976

SUBJECT: Fund-Raising Plan for Renovation of State Capitol Dome

This memorandum provides background about the State Capitol dome renovation project, outlines the legislation authorizing fund-raising and the transfer of funds for the project, and summarizes the fund-raising plan submitted by Colorado Preservation, Inc. (CPI) to the Capital Development Committee (CDC) for consideration and approval at the August 2, 2010, CDC meeting. This memorandum is intended to supplement the CDC report to the Executive Committee of the Legislative Council (executive committee) about the types and status of fund-raising efforts under consideration for approval. Additional reports will be provided, as needed, in order to keep the executive committee advised.

Project Background

The Department of Personnel and Administration has submitted a capital construction request in each of the last three fiscal years to make repairs to the State Capitol dome enclosure. In 2006, a section of cast iron gave way and fell onto an exterior observation deck. A temporary net with a recommended life span of two years was installed to preserve the existing facade. The temporary fix was funded from the Controlled Maintenance Emergency Fund. For safety reasons, the Office of the State Architect employs an outside consultant to conduct quarterly reviews of the continuing deterioration of the dome enclosure.

The dome renovation project will replace cast iron fixtures, windows, gutters, and steel anchors. The project will also repair the dome ribbing and all associated walls, flooring, and other surfaces impacted by scaffolding that is installed for the project. The

most recent cost estimates for the project are based on extensive visual analysis and past experience by structural consultants; however unknown conditions may exist behind the cast iron pieces. As most recently requested, the repairs are expected to cost about \$11.6 million. The CDC is scheduled to consider an emergency supplemental request for cash funds spending authority for the project at its September 8, 2010, meeting.

Authorizing Legislation

Although the State Capitol dome renovation project was originally requested from state funds, the lack of available funds due, in part, to the economic recession led to the consideration of alternative methods of funding.

Consideration of alternative funding. In July 2009, the CDC considered and approved a proposal from the Capitol Building Advisory Committee (advisory committee) to submit an application to the 2010 Most Endangered Places list on behalf of the State Capitol dome. The advisory committee also received approval to work cooperatively with CPI, a private, nonprofit statewide historic preservation organization, to develop a fund-raising campaign for the project. Subsequent to this meeting, CPI received a donation from AngloGold/Ashanti North America that it used to hire Creative Strategies Group, a Denver-based marketing consultant, to assist in the development of a fund-raising campaign. The State Capitol dome was named to the 2010 Most Endangered Places list on February 4, 2010. Later in February, the CDC considered a preliminary project funding strategy from CPI, which included a cause marketing campaign. The CDC then determined to sponsor a bill to authorize the proposed fund-raising campaign.

Legislation authorizing fund-raising and funding for the State Capitol dome restoration project. During the 2010 session, the General Assembly considered two bills that made provisions for repairs to the State Capitol dome. **House Bill 10-1402**, a CDC-sponsored bill, authorized a nonprofit statewide historic preservation organization to raise money for crucial dome repairs using cause marketing, a children's campaign, a public campaign, gifts, and/or grants. House Bill 10-1402 created the Capitol Dome Restoration Trust Fund and outlined the process by which moneys raised by the nonprofit organization will be credited to the newly created fund. **Senate Bill 10-192** directed the transfer of moneys from the State Historical Fund to the Capitol Dome Restoration Fund for repairs to the State Capitol dome. The bill will transfer up to \$12.0 million from the State Historical Fund to the newly created Capitol Dome Restoration Fund over the course of three fiscal years beginning in FY 2010-11, or \$4.0 million annually. The moneys transferred in FY 2011-12 and FY 2012-13 are to be reduced by the amount donated by the nonprofit organization and/or the amount granted for the dome repair project by the Colorado Historical Society.

Fund-Raising Proposal

Pursuant to House Bill 10-1402, the CDC selected CPI to conduct a fund-raising campaign for the State Capitol dome restoration project. The CDC considered and approved a fund-raising proposal at its August 2, 2010, meeting. CPI proposes to raise \$8 million for the dome restoration project between September 2010 and June 2012. The project is estimated to cost \$12 million, with the first \$4 million payable from the State Historical Fund. CPI will make a donation of money raised through its fund-raising efforts annually on June 1 to the Capitol Dome Restoration Trust Fund for the duration of the fund-raising campaign.

The fund-raising campaign is limited to two years beginning in July 2010, and is planned in two discrete stages. The first stage of the fund-raising effort includes a public awareness campaign and a corporate partners' campaign. This stage of the campaign will span the entire fund-raising period and is intended to raise \$4 million in the first year and \$3.6 million in the second year. The corporate partners' campaign will take the form of cause marketing. Cause marketing is a commercial marketing partnership between a business and a nonprofit that creates opportunities for the nonprofit to market a product or service linked to a social cause or issue to companies, corporations, and trade associations. The second stage of the fund-raising campaign will incorporate two gift campaigns: a children's campaign and public gift campaign. This stage of the campaign will span the second year of the fund-raising period and is intended to raise \$0.4 million. The fund-raising proposal components are outlined below.

Public awareness campaign. The public awareness campaign is intended to raise awareness and support for the project and has been underway since CPI received initial CDC approval to raise funds. This campaign includes the selection of a campaign logo and trademark. CPI selected "Share in the Care Colorado" as its fund-raising logo. A copy of the logo and trademark can be viewed in the full fund-raising proposal.

Corporate partners' campaign. CPI has selected a cause marketing approach as its main method of fund-raising. According to CPI, this choice was made, in part, so as not to compete with the capital campaign currently underway to help fund-raise for the new state history museum. CPI's corporate partners' campaign offers six levels of corporate partnership, ranging from the corporate partner level (\$10,000 investment) to the presenting partner level (\$1.0 million investment). Based on the level of involvement, the typical sponsorship benefits will include:

- licensing rights to the "Share in the Care Colorado" trademark;
- exclusive presentation rights to a "Share in the Care Colorado" campaign element such as the children's campaign, product tie-in, or special event;
- brand and name recognition statewide;

- brand and name recognition at the project site and at various events and press activities during the project;
- Internet and social media recognition and promotions;
- hospitality and limited-edition merchandise rights for client and staff entertainment; and
- opportunities for business-to-business networking.

CPI created a sponsorship policy as part of its fund-raising proposal in order to establish basic criteria for sponsorship activities, including the use of the "Share in the Care Colorado" trademark. The sponsorship policy prohibits specific business categories such as tobacco products, lists inappropriate sponsorship marketing approaches and/or actions such as those that promote hostility or violence, and limits sponsors from creating an impression that the state is sanctioning or promoting any particular product or business. The full sponsorship policy is included in the fund-raising proposal. CPI has indicated that it will report to the CDC and the advisory committee each time it has signed a new project sponsor. Additionally, in order to approve cause marketing proposals from various sponsors, the advisory committee recommended to the CDC that it form a task force to approve the tastefulness and appropriateness of such proposals. The CDC approved the development of a task force and will determine its parameters at its September 8, 2010, meeting.

In order to recognize major project sponsors, CPI proposes to place signage in Lincoln Park. A sample sign is included in the fund-raising proposal. The CDC and the advisory committee will consider exact sign placement at a later date. No corporate recognition will be made on any portion of the dome, the dome scaffolding, and/or scrim.

CPI will earn an administrative fee of 15 percent of the gross revenue generated by the corporate partners' campaign. CPI will not earn an administrative fee for any other component of the fund-raising campaign.

Children's campaign and public gift campaign. The gift campaigns will engage and involve school children and promote donations from the public at large. Neither gift campaign has been developed yet. CPI plans to develop, conduct, and pay for the two gift campaigns from at least 7 percent of the total proceeds of the administrative fee earned from the corporate partners' campaign conducted in the first year of fund-raising. The scope of the gift campaigns will be determined by the revenue generated in the first year of fund-raising. CPI will request approval from the CDC for the gift campaigns in May 2011.



Overview and Timeline

In response to the events outlined in the timetable provided below, Colorado Preservation, Inc. (CPI) agrees to conduct a cause-related marketing campaign to raise \$8 million to be distributed to the State for the exclusive purpose of restoring the Colorado Statehouse Capitol Dome as authorized by SB-10-192 and HB-10-1402.

The 3 segments of funding are defined as follows to help clarify discussion:

- A. Part 1 = \$4,000,000 derived from the State Historical Fund, July 2010
- B. Part 2 = \$4,000,000 Share in the Care Colorado's funding goal for September 2010 to June 30, 2011.
- C. Part 3 = \$4,000,000 Share in the Care Colorado's funding goal for July 1, 2011 to June 30, 2012.

Share in the Care Colorado, Colorado Preservation, Inc.'s two year, statewide campaign (the Campaign) has four separate components:

1. Public Awareness Campaign,
2. Corporate Partners' Campaign,
3. Children's Campaign and
4. Public Gift Campaign.

In **Part Two** (September 1, 2010 to June 30, 2011), Colorado Preservation, Inc. will continue the **Public Awareness Campaign** (which has been underway since receiving initial CDC approval in 2009), and will initiate the **Corporate Partners Campaign** (*the marketing campaigns*).

Colorado Preservation, Inc. will earn an administrative fee of 15% of the gross revenue generated by the marketing campaigns. From the administrative fee revenue earned by Colorado Preservation, Inc., CPI will develop, conduct and pay for the expenses of the proposed **Children's Campaign** and the **Public Gift Campaign** (*the gift campaigns*). CPI will not earn an administrative fee for the gift campaign portions of the Campaign.

In **Part Three** (July 1, 2011 to campaign termination on July 1, 2012), Colorado Preservation, Inc. will initiate the proposed **Children's Campaign** and the **Public Gift Campaign**. The cost to Colorado Preservation, Inc. of the gift campaigns will not be less than 7% of CPI's gross administrative fee. The revenue generated by the marketing campaigns in **Part Two** will determine the scope of the gift campaigns; e.g. if we raise \$4 million during **Part Two**, we will be able to launch the gift campaigns based on a "not less than budget" of \$42,000. In this regard, a proposal

outlining the scope and details of the gift campaigns will be presented to CBAC/CDC for approval on or before May 1, 2011.

Reporting

As required by House Bill 10-1402, Colorado Preservation, Inc. "shall submit quarterly reports to the Capital Development Committee and the Department of Personnel on the status of the fund-raising efforts and the amount of moneys raised, including any interest earned on the moneys and the amount and type of in-kind gifts and donations." House Bill 10-1402, Section 1 (6)(a)(I). The first such report will be delivered at the end of the 2010 calendar fiscal year fourth quarter; i.e. by December 30, 2010.

Colorado Preservation, Inc. will request that it be included on the agenda of each CBAC meeting beginning in September 2010 so that it may report on interim progress for the Campaign. In addition Colorado Preservation, Inc. will gladly be available to report to CBAC, CDC, the office of the State Architect, the Department of Personnel upon reasonable request, and/or any such sub-committee as might be created by these entities.

Transfer of Funds

As required by House Bill 10-1402, Section 1 (6)(a)(III), Colorado Preservation, Inc. has already coordinated a plan for the transfer of funds it raised with the Department of Personnel. By mutual agreement, CPI shall transfer all funds and interest raised by any portion of the Campaign to the State on June 1, 2011 and June 1, 2012.

Campaign Percentage Goals

In order to reduce or eliminate the need to for additional transfers of monies from the statewide grant program of the SHF, it is the goal of Colorado Preservation, Inc. to raise 100% of the second \$4 million required for the capitol dome restoration via the marketing campaigns prior to June 1, 2011.

In **Part Three**, Colorado Preservation, Inc.'s goal will be to raise 90% of the final \$4 million (or \$3.6 million) via the *marketing campaigns*. The goal for the *gift campaigns*, therefore, has been set at \$400,000, or five percent of the \$8 million target.

As required by HB 10-1402, the Campaign must terminate on July 1, 2012. A final transfer of any additional revenue generated by the components of the campaign will be made to the Department of Personal on July 2, 2012, to be credit to the Capitol Dome Restoration Trust Fund as required by law.

Frequently Asked Questions

Q1. HB-10-1402 contains little information about legislative oversight for the Campaign beyond reporting and the transfer of funds. What role, if any, does the CBAC foresee itself playing on an on-going basis?

A. This is a question that the committee will need to answer. CPI will be happy to comply with any system that is proposed by the committee that does not cause excessive delay for a sponsor to support the Campaign.

Q2. If a visitor to the Capitol expresses interest in making a donation, should the tour guides refer the visitor to CPI?

A. If it is permissible the Capitol should be equipped with "donation boxes" for anonymous individual gifts of cash and checks. All donations must be credited by the Treasurer to the Capitol Dome Restoration Trust Fund.

Q3. Will CPI be prepared to accept individual donations?

A. Yes, CPI has been equipped since last August to accept on-line and by-mail contributions which are deposited into the restricted Dome Account currently held by Colorado Business Bank. This is done via the CPI website, and upon approval of the plan, an independent Share in the Care Colorado website will be launched. CPI acknowledges all donations in writing and maintains a database of donors so that they may be appropriately recognized. As a 501(c)(3) non-profit organization, all financial information of the organization is publically available and is annually independently audited by an accounting firm.

Q4. What is the rationale for waiting until the second year of the Campaign to initiate the public gift campaign?

A. CPI needs to raise sufficient revenue to design, obtain approval from CDC and launch the proposed Gift Campaign elements of the. This revenue will be derived from the Corporate Campaign. The public gift campaigns will be much more successful when CPI can announce that significant progress has been made with the Corporate Campaign. We are a small organization with limited capacity. We have to reserve our resources and use them where they will have the greatest impact during the limited amount of time we have been granted to raise the required \$4 million due by June 2011, and the final \$4 million by June 2012.

Please also note that the act says [Section 1, 2-3-1304.3 (b)] that the CDC is authorized to ..."approve a broad-based grassroots fund-raising effort that includes cause-related marketing and may include outreach campaigns to Colorado school children and to the public..." While we certainly want conduct the public gift portions of the Campaign they will be scaled to match the amount of funding available to implement them.

Q5. What is Creative Strategies Group's role, if any, in the fund-raising? Who will be approaching potential corporate partners to seek support?

*A. Creative Strategies Group is the marketing consultant retained and compensated by CPI to develop and assist in the implementation of the Campaign. James Hare, CPI staff and board, and members of the **Share in the Care Colorado Campaign Committee**, will close sponsorships with corporate partners. CPI will determine who is best equipped close a sponsorship.*

Q6. Are all expenses of the Campaign paid from CPI's 15 percent administrative fee?

A. Yes.

Q7. Have expenses related to Creative Strategies Group's services and the development of the corporate sponsorship and public awareness campaign been paid from the \$50,000 gift from AngloGold/Ashanti North America?

A. Yes. AngloGold/Ashanti North America feels very strongly in their corporate commitment to this important life-safety issue at the Capitol. Their \$50K gift was made to CPI specifically to enable CPI to retain the services of a marketing expert. To-date CPI has expended approximately 20% of the gift.

Q8. How is the administrative fee paid? Is it withheld from the amounts transferred to the state on June 1, 2011, and June 1, 2012?

A. Yes.

Q9. The Corporate Partnership Opportunities document lists as a typical sponsorship benefit "hospitality and limited-edition merchandise rights for client and staff entertainment and the opportunity for business-to-business networking." What does this entail?

*A. This is intentionally broadly stated. Each sponsoring corporation will want to incorporate the approved basic elements of the Campaign into their specific marketing and public relations efforts, and utilize them to maximize their benefit to their corporate goals. As a hypothetical example, Corporation A might hold a benefit golf tournament to help publicize its support of the campaign at which golf balls imprinted with the **Share in the Care Colorado** trademark might be provided. At no time is it anticipated that a sponsor will be creating campaign merchandise for sale to the public using the campaign logo, and any such effort would have to be approved by the CBAC/CDC.*

Q10. A corporate partner receives licensing rights to the **Share in the Care Colorado** logo and "Proud Sponsor" moniker statewide. Will the corporate partner use the logo and moniker only on advertisements that are specifically designed for the Share in the Care program?

A. No. While it is conceivable and highly desirable that a corporate partner might want to create a specific ad promoting its affiliation with the Campaign, partners will most likely use sponsorships of the Campaign as an added element in their existing advertising and promotional programs by including the logo and moniker in them. Each sponsor should be expected to handle their affiliation with the campaign in unique and creative ways.

Q11. Who will design the advertisements — Colorado Preservation Inc., Creative Strategies Group, the corporate partner?

A. The corporate partner is solely responsible for designing its own advertisements. CPI/CSG will have no involvement in advertising/promotion design for sponsors beyond advising them about the specifics of the approved Capitol Dome Sponsorship Policy.

Q12. The document states that the logo and moniker may not be used as a commercial endorsement without "express written permission." Who does the committee believe should grant this permission — the CDC, the committee, CPI?

A. CPI will report to the CBAC/CDC, or a subcommittee thereof, each time a sponsor has been signed up for the campaign and has made its sponsorship pledge. We suggest that at this point approval of the sponsor by CBAC/CDC, or a subcommittee thereof, should indicate that "express written permission" has been granted to the sponsor.

Q13. What is meant by the language promising opportunities to interact with government leaders?

A. Interaction is defined as attending Campaign events to which government leaders have also been invited. We sincerely hope that both sponsors and government leaders will want to attend such events. Opportunities to lobby government leaders are not and will never be promised to sponsors of the Campaign.

Q13. Does the committee wish to consider including a requirement for final review and approval of advertisements by a member of the committee, the CDC, or the Executive Committee of the Legislative Council?

A. Please note that there could easily be hundreds of advertisements and pieces of marketing collateral associated with the Campaign. It would be very burdensome for a committee to review and approve each one. The purpose of the Share in the Care Campaign Sponsorship Policy is to outline any restrictions so that sponsors can be aware of them prior to creating any advertising or promotion that affiliates their corporation with the Campaign.

Q14. Does the Share in the Care Campaign Sponsorship Policy explicitly state that advertisements shall not create an impression that the State of Colorado is sanctioning or promoting a particular product or business?

A. Yes.

Q15. Does the sponsorship policy state that corporate logos will not be displayed on the scrim or the Capitol building?

*A. Yes. The **Share in the Care Colorado** trademark is the only element that we are requesting be placed on the scrim. Corporate logos will not be permitted on any portion of the scrim covering the scaffolding over the dome. The signage proposed for Lincoln Park, if approved, is the appropriate location for campaign sponsor recognition.*

Events Timeline

June 23, 2009:

- Following the State's inability to provide \$8 million to match \$3 million offered by State Historical Fund (SHF), the Denver Post prints an editorial "Capitol could use a gold rush – Coloradans should step in and save the people's house."
- SHF withdraws its \$3 million offer and asks Colorado Preservation, Inc. (CPI) if it would consider leading a campaign to raise the estimated \$12 million required for the restoration.

July 16:

- CPI Executive Committee permits the organization to express its interest in leading the campaign to the Capitol Building Advisory Committee (CBAC).

July 17:

- The CBAC moves to take to the Capital Development Committee (CDC) an application for *Colorado's Most Endangered Places* designation prior to the August 1, 2009, deadline for such application, and further moved to recommend to the CDC that Colorado Preservation, Inc., be allowed to start fundraising for dome renovation.

- The motion passed without objection.

July 28:

- CDC moves to allow the Capitol Building Advisory Committee to assist Colorado Preservation, Inc. in the development of a public-private fund-raising campaign to finance the restoration of the State Capitol Dome and give the CBAC Committee permission to apply for the *2010 Colorado's Most Endangered Places List* on behalf of the State Capitol Dome.
- The motion passed on a vote of 5-0-1.

December 19:

- CPI secures a gift of \$50,000 from AngloGold/Ashanti North America to enable it to engage the services of Denver-based marketing specialist, Creative Strategies Group, to act as consultant and co-developer with CPI of a cause-marketing campaign based on best practices used to restore both the Statue of Liberty and the Washington Monument.
- The cause-related marketing approach is selected by CPI in order to minimize any competition with the capital campaign for the new Colorado State History Museum, for which the Colorado Historical Society had contracted the professional fundraising services of Alexander-Haas, Inc. of Atlanta, Georgia.

February 4, 2010:

- Capitol Dome is officially announced as one of *Colorado's Most Endangered Places* at the CPI's 2010 Saving Places Statewide Historic Preservation Conference.

February 19:

- CPI presents initial draft of cause-related marketing campaign proposal to the CBAC.
- CBAC moves that the committee recommend that the CDC consider the dome renovation proposal as presented.
- The motion passed without objection.

May 25:

- The Governor signs SB-10-192 and HB-10-1402.
- Senate Bill 192 directs the transfer of moneys from the State Historical Fund to the Capitol Dome Restoration Trust Fund for repairs to the State Capitol Building dome. The act specifies that all moneys transferred from the State Historical Fund will come from the portion of the fund reserved for the Statewide Grant Program for preservation.
- SB-192 creates the Capitol Dome Restoration Trust Fund to be used exclusively for the direct and in-direct costs associated with implementing the repair of the state capitol dome.
- SB-192 makes a change to current law to require that some of moneys otherwise reserved for the statewide grant program be transferred in each of the next three fiscal years for repairs to the State Capitol Dome.
- House Bill 1402 authorizes a private, nonprofit, statewide historic preservation organization to raise funds for crucial dome repairs using cause marketing, a children's campaign, a public campaign, gifts, and/or grants.

June 3:

- The Board of Directors of History Colorado (The Colorado Historical Society) votes to reduce the number of 2010 State Historical Fund grant rounds from two to one in order to accommodate the \$4 million removed from the statewide grant program by SB-10-192.

June 7-8:

- CPI meets with State Architect and members of the Department of Personnel to discuss schedule for transfer of donations from CPI to the State.
- On June 8, CPI, Department of Personnel and State Architect meet with Colorado Legislative Council to review components for the Share in the Care Colorado Campaign Plan.

July 23:

- CPI will appear before the CBAC to present the Share in the Care Colorado Campaign Plan for review and approval.

August 2:

- CBAC will appear before the CDC with CPI to request approval of the Share in the Care Colorado Campaign Plan.
- Pending any required revisions to the Plan, CPI will be fully authorized and free to initiate the Share in the Care Colorado Campaign Plan.





Corporate Partnership Opportunities

A Cause for Concern.



The People's House - Colorado's cast iron, gold-plated Capitol Dome is an iconic symbol of unparalleled historic significance in the state. The generosity of Coloradans has been integral to the history of the Capitol since before Colorado became a state. The very ground on which it stands was a gift made to the Territorial Legislature by Henry C. Brown in 1868. Originally intended by architect Elijah E. Myers to be copper-plated, the citizenry demanded something grander for the dome of their statehouse. So, with a hefty donation from mining magnates of the time, the Dome was first gilded in 1908 with 200 ounces of 24-karat gold. As one of only eleven capitol buildings in the nation to feature a gold-plated dome, the Colorado Capitol is an architectural and historical treasure.

The Impact of Time and Weather - Regrettably, the Capitol Dome has fallen into serious disrepair. The cast iron superstructure is rusting to the point that an architectural inspection team declared that "the potential loss of strength as a result of deterioration is a significant hazard to the building and its occupants." In 2007 a nearly ten-pound chunk of cast iron fell from the Dome, which prompted work crews to install netting in order to catch falling debris. The current economic crisis seriously hampered the ability of the State to fund the needed repairs estimated to reach \$12 million. As a result, the Dome's condition continues to deteriorate. The same architectural team concluded by writing, "The entire Dome will require extensive work to repair current damage and preserve the feature for future generations. This work is time sensitive because the rate of decay is increasing with each passing winter."



Preserving our History. Assuring Our Legacy.

Colorado Preservation, Inc. (CPI) is Colorado's only nationally honored, private, nonprofit, statewide, historic preservation organization. Founded in 1984, the mission of the organization is to provide assistance in historic preservation to communities in Colorado through a statewide network of information, education, training, expertise, and advocacy.

In 2010, the Capitol Building Advisory Committee, the official body that oversees the Statehouse and its grounds, nominated the Dome to "Colorado's Most Endangered Places List," and began a conversation with CPI to craft funding solutions for this important project. In a demonstration of bipartisan support, the Colorado legislature passed legislation forming a public/private initiative to fund the project.

\$4 million was allocated from the State Historical Fund for work on the Dome project to begin immediately. Concurrently, Colorado Preservation, Inc. was authorized to lead advocacy for the project and assume the fundraising responsibility to complete the restoration without further use of the State Historical Fund.

CPI believes this is an important and appropriate fundraising initiative for the public. Based on historical precedent, Colorado's individual and corporate citizens will have the opportunity to "invest" in preserving Colorado's history while assuring our legacy for generations to come.

Share in the Care Colorado.



Share in the Care Colorado is the name of CPI's two-year, statewide campaign to educate and invigorate the public, from school children to senior citizens, about our shared heritage as Coloradans through our collective preservation of the Statehouse Dome. This initiative has four separate but important components:

- ❖ **Public Awareness Campaign** (Through media partnerships, public relations efforts, strategic partnerships and special events, raise awareness and support for the Dome restoration project and its partners)

- ❖ **Corporate Partners Program** (Garner corporate social responsibility and cause marketing support from Colorado businesses, corporations, and industries, professional associations and institutions)

- ❖ **Children's Campaign** (Engage and involve Colorado's school children in school fundraising efforts supported by classroom curriculum allied with Colorado history)

- ❖ **Public Campaign** (Promote donations from the public at large through various programs including web initiatives such as "Adopt a Bolt" to a "Dollars for the Dome" retail point-of-sale program)

Corporate Partners Program.

Blending Cause Marketing and Corporate Social Responsibility

The Corporate Partners Program for the **Share in the Care Colorado** campaign has been designed around best practices utilized for the 1983 cause-related marketing campaign to restore the Statue of Liberty and the more recent corporately funded restoration of the Washington Monument.

It provides corporate partners the opportunity to achieve their marketing and communications objectives through the provision of tangible rights and benefits ranging from corporate social responsibility and public relations exposure to the opportunity to create transactional donations through purchase programs. Based upon the level of involvement, typical sponsorship benefits include:

- Licensing rights to **Share in the Care Colorado** trademark
- Exclusive presentation rights to a **Share in the Care Colorado** campaign element, product tie-in or special event
- Brand and name recognition in the statewide, two-year promotional campaign
- Signage and recognition at the project site in Denver plus at various events and press activities throughout the restoration project
- Internet and social media recognition and promotions
- Hospitality and limited-edition merchandise rights for client and staff entertainment and the opportunity for business-to-business networking

There are six levels of Corporate Partnership available, each with a corresponding menu of rights and benefits, a presentation asset, as well as potential promotional activities.

- ✓ **Presenting Partners** (Two at \$1,000,000 investment level)
- ✓ **Associate Partners** (Eight at \$500,000 investment level)
- ✓ **Supporting Partners** (Twelve at \$100,000 investment level)
- ✓ **Contributing Partners** (Twenty at \$50,000 investment level)
- ✓ **Sustaining Partners** (Twenty-five at \$25,000 investment level)
- ✓ **Corporate Partners** (Seventy-five at \$10,000 investment level)

Thank You for Your Consideration.

We appreciate your review of this general opportunity outline for *Share in the Care Colorado*.

Based upon your level of interest as well as the specific marketing and communications objectives to be achieved through your participation, we will prepare a detailed proposal for presentation and consideration.

For more information on *Share in the Care Colorado*, or to schedule a discussion on how you might benefit from this statewide campaign, please contact:

James Hare
Executive Director
Colorado Preservation, Inc.
2100 Downing St.
Denver, Co 80205

(303) 893-4260
(303) 893-4333 – Fax
jhare@coloradopreservation.org
www.coloradopreservation.org

Bruce L. Erley, APR, CFEE
President & CEO
Creative Strategies Group
11880 Upham Street, Suite F
Broomfield, CO 80020

(303) 558-8181
(303) 438-5613 – Fax
berley@csg-sponsorship.com
www.csg-sponsorship.com





Share in the Care Colorado Presenting Partner Rights & Benefits

As Presenting Partner, (*Company*) will receive an extensive menu of rights and benefits designed to provide a cause-related marketing platform to meet your marketing and communications objectives and upon which to build corporate social responsibility and promotional initiatives. (*Company*)'s menu of benefits include:

❖ Presenting Partnership of the Share in the Care Colorado

- Top level Presenting Partner status for **Share in the Care Colorado**, the two-year, statewide initiative to fund the restoration of the Colorado Capitol Dome
- (*Company*)'s name/logo will receive marquee status with the campaign name, (e.g. "**Share in the Care Colorado – (*Company*) Presenting Partner**")
- Dominant presence to a statewide audience for two to three years estimated to exceed five million people

❖ Licensing Rights

- Demonstrate (*Company*)'s corporate citizenship and social responsibility in Colorado through your leadership in this high profile public initiative
- Licensing rights for term of contract to **Share in the Care Colorado** logo and "Proud Sponsor" moniker statewide (Not to be used as a commercial endorsement without express written permission)



❖ Opportunity to Create Cause-Marketing Overlay

- Opportunity to develop a cause-related marketing overlay tying product sales with a donation back to **Share in the Care Colorado**
- Overlay program to be developed in conjunction with Colorado Preservation, Inc., in accordance with the approved Capitol Dome Sponsorship Policy.

Presenting Partner Rights and Benefits (continued)

❖ **Presentation Rights for (Asset)**

- (Company) may select and will be recognized as the presenter of (Asset), one-of-the project's top features. Options include:
 - ◆ "Share in the Care Colorado" Public campaign
 - ◆ "Kids Share in the Care" School campaign
 - ◆ "Dollars for the Dome" canister campaign
 - ◆ "Adopt a Bolt" campaign
- Recognition benefits for your show asset include:
 - ◆ Special signage associated with featured asset
 - ◆ Recognition in all publicity and promotion when (Asset) is mentioned
 - ◆ Name recognition for feature in **Share in the Care Colorado** materials (e.g. Case Statement, Project Report, etc.)
 - ◆ Opportunity to create promotion associated with asset

❖ **Extensive Media Coverage**

- Top level name association and recognition, ("**Share in the Care Colorado – Presenting Sponsor (Company)**"), in statewide promotional, public service and public relations campaign expected to exceed 50 million impressions over the three-year term of the project. Promotional partners expected to include:
 - ◆ Newspaper partners statewide including:
 - *The Denver Post*
 - *Ft. Collins Coloradoan*
 - *Colorado Springs Gazette*
 - *Boulder Daily Camera*
 - *Pueblo Chieftain*
 - *Grand Junction Daily Sentinel*
 - ◆ Television and cable Partners statewide including:
 - RM PBS
 - KUSA
 - KCNC
 - KMGH
 - Fox 31
 - Comcast cable
 - ◆ Radio broadcasters statewide including:
 - Clear Channel Colorado
 - Regent Broadcasting
 - Entercom Radio

Presenting Partner Rights and Benefits (continued)

❖ **Extensive Media Coverage (continued)**

- ◆ Public service campaigns through
 - Colorado Press Association
 - Colorado Broadcasters Association
- ◆ Plus outdoor advertising mediums
- Inclusion in **Share in the Care Colorado** public relations initiatives
 - ◆ Top level sponsor recognition in all **Share in the Care Colorado** press kits and news releases
 - ◆ Logo on media backdrop to be used at all press briefings
 - ◆ Opportunity to participate in select press briefings

❖ **Full Promotional Rights**

- As a Presenting Partner, (Company)'s trademark will also be included in all promotional materials created by **Share in the Care Colorado**, such as:
 - ◆ **Share in the Care Colorado** letterhead used for all correspondence, news releases and advisories
 - ◆ 5,000 campaign posters
 - ◆ 100,000 project case statement brochures
 - ◆ 500,000 campaign rack cards
 - ◆ All **Share in the Care Colorado** special event invitations
 - ◆ Brand recognition in *Colorado Preservationist* magazine published quarterly with 5,000 circ.
- Opportunity to create special promotions with other sponsors or media partners
- Opportunity to provide Product/Service for contests and incentive programs

❖ **High Profile Signage & Recognition**

- Logo on three Dome Restoration Recognition signage placed in Lincoln Park near the Colorado Statehouse at three locations:
 - ✓ Lincoln St. & East 14th Ave.;
 - ✓ N. Broadway & E. Colfax Ave.; and
 - ✓ Lincoln St. & E. Colfax Ave.,with more than three million traffic impressions monthly (*Provided by Organizer*)
- Audio acknowledgement at all special events, media briefings and presentations
- Logo on media backdrop to be used at all press briefings

Presenting Partner Rights and Benefits (continued)

❖ **Internet and Direct Marketing Access**

- Recognition and link to (Company)'s web site from the **Share in the Care Colorado** web site (www.ShareInTheCareColorado.org) including:
 - ◆ Home page rotating banner
 - ◆ Logo, link and brief company description on Sponsor page
 - ◆ Logo on Dome-cam web link

❖ **Recognition in Dome Restoration Commemorative Items**

- (Company) will be recognized as a Presenting Partner in special merchandise produced to commemorate the Capitol Dome restoration including a souvenir coffee table book and documentary DVD. Recognition will include:
 - ◆ Logo on cover
 - ◆ Logo on interior sponsor marquee page or credits
 - ◆ Editorial recognition for selected campaign feature
 - ◆ Full page, color advertisement with premium placement (*Benefit TBD*)

❖ **Customer Relations and Staff Benefits**

- During the **Share in the Care Colorado** campaign and restoration, a number of special events will be produced to commemorate various benchmarks. Planned events include:
 - ◆ **Share in the Care Colorado** Kick-off Rally
 - ◆ Completion of the Dome scaffolding and scrim
 - ◆ Replacement of the first bolt
 - ◆ Halfway home observance
 - ◆ Return of the Dome to the People; project completion public celebration
- As Presenting Partner, (Company) will receive invitations to special receptions with seating and hospitality opportunities to interact with government, civic and corporate leaders
- Complimentary commemorative merchandise will also be provided to the sponsor including:
 - ◆ Framed **Share in the Care Colorado** poster
 - ◆ Cast iron bolt recovered during restoration presented in shadow box with certificate of authenticity
 - ◆ **Share in the Care Colorado** Polo or T-shirt
 - ◆ **Share in the Care Colorado** gold lapel pin
 - ◆ Coffee table souvenir book
- Deepest discount on purchasing additional commemorative merchandise

Campaign Trademark







Capitol Dome Sponsorship Policy

The Capital Development Committee via the Capitol Building Advisory Committee and Colorado Preservation Inc. have the responsibility of oversight for all sponsorship associations. The criteria below establish the basic standards for sponsorship for the **Share in the Care Colorado** Capitol Dome Restoration Campaign.

Any sponsorship, cause marketing relationships, corporate partnership or any other commercial partnership of the Capitol Dome Restoration Campaign, shall not:

- promote hostility, disorder or violence
- attack ethnic, racial or religious groups
- discriminate, demean, harass or ridicule any person or group of persons on the basis of gender or sexual orientation
- be libelous or untruthful
- inhibit the function of **Share in the Care Colorado** or any of its programs, activities or events
- override the campaign's character or identity
- promote, favor or oppose the candidacy of any candidate for election or any ballot issue

Further, sponsorship shall not:


- be inappropriate or tasteless for the primary audience
- be offensive, obscene or pornographic as defined by prevailing community standards
- promote the use of controlled drugs, tobacco or firearms
- interfere with Share in the communications or marketing programs of **Share in the Care Colorado**
- create an impression that the State of Colorado is sanctioning or promoting any particular product or business
- include individual corporate recognition on any portion of the Statehouse Dome, dome scaffolding and/or scrim

Business categories that are specifically prohibited include:

- Adult Entertainment
- Medical Marijuana
- Tobacco Products
- Hard Liquor



SAMPLE SIGNAGE FOR CAPITOL GROUNDS
(ALL SPONSORS ARE HYPOTHETICAL)



SHARE
IN THE CARE
COLORADO

THE CAMPAIGN TO RESTORE OUR CAPITOL DOME

PRESENTING PARTNERS

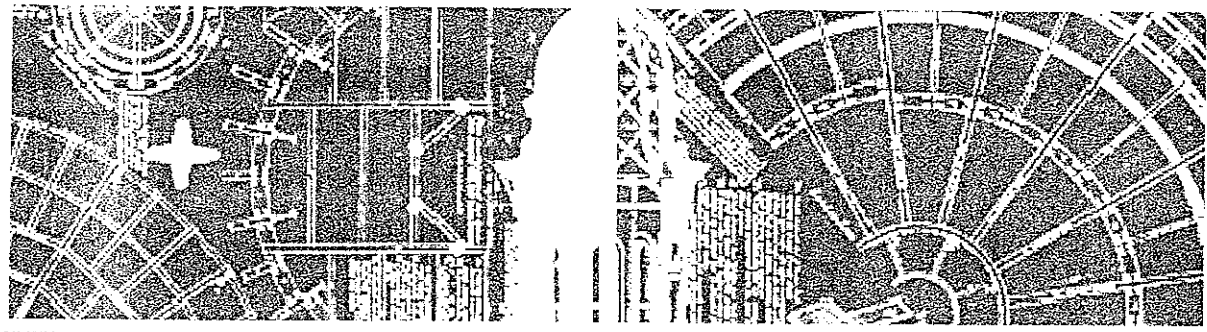
ANGLOGOLD ASHANTI WELLS FARGO
Qwest MillerCoors

ASSOCIATE PARTNERS

CH2MHILL Raytheon KAISER PERMANENTE COLORADO BUSINESS BANK
JANUS Go further. PROVER Xcel Energy.
9NEWS THE DENVER POST COMMUNITY denver COLORADO HISTORICAL SOCIETY

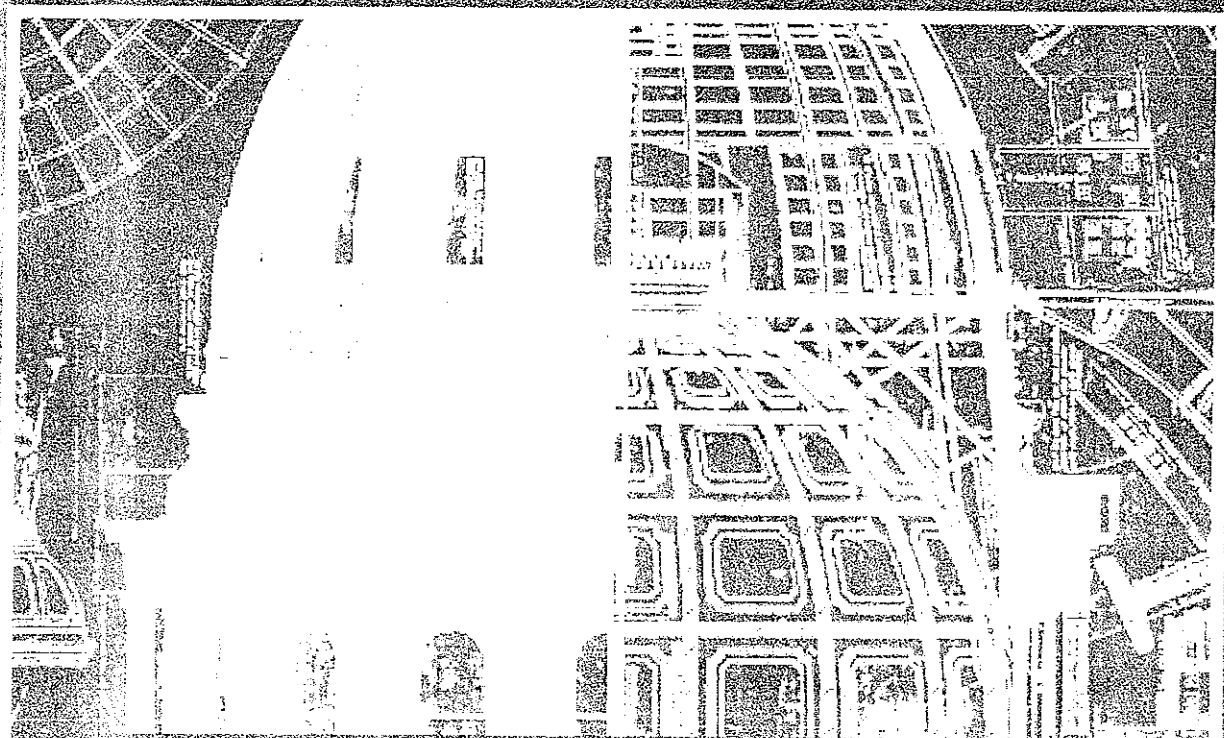
PRESERVING OUR HISTORY ASSURING OUR LEGACY

www.ShareInTheCareColorado.org



DONATE

TO RESTORE THE CAPITOL DOME



PRESERVING OUR
HISTORY
ASSURING OUR
LEGACY

ShareInTheCareColorado.org



Campaign Trademark



