



## Overview and Timeline

In response to the events outlined in the timetable provided below, Colorado Preservation, Inc. 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.

***Share in the Care Colorado***, Colorado Preservation, Inc.'s two-year, statewide campaign has four separate components; 1) a Public Awareness Campaign, 2) a Corporate Partners' Campaign, 3) a Children's Campaign and 4) a Public Gift Campaign.

In **Year One** (October 1, 2010 to September 30, 2011), Colorado Preservation, Inc. will initiate the Public Awareness Campaign and 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 generated, Colorado Preservation, Inc. will develop, conduct and pay for the expenses of the Children's Campaign and the Public Gift Campaign (**the gift campaigns**).

In **Year Two** (October 1, 2011 to September 30, 2012), Colorado Preservation, Inc. will initiate the Children's Campaign and the Public Gift Campaign. The cost to Colorado Preservation, Inc. of the gift campaigns will not exceed 7% of CPI's gross administrative fee; i.e. the revenue generated by the marketing campaigns in Year One will determined the scope of the gift campaigns. 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.

### **Transfer of Funds**

As required by House Bill 10-1402, Section 1 (6)(a)(III), Colorado Preservation, Inc. has coordinated a plan for the transfer of funds with the Department of Personnel. By mutual agreement, CPI shall transfer all funds raised 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 first \$4 million required for the capitol dome restoration via the marketing campaigns prior to June 1, 2011.

In **Year Two**, Colorado Preservation, Inc.'s goal will be to raise 90% of the remaining \$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 June 30, 2012, to be credit to the Capitol Dome Restoration Trust Fund as required by law.

### **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 an save the people's house.
- SHF withdrawals 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.

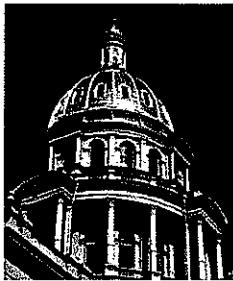
**August 2:**

- 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.

- |                                |   |
|--------------------------------|---|
| ✓ <b>Presenting Partners</b>   | (Two at \$1,000,000 investment level)       |
| ✓ <b>Associate Partners</b>    | (Eight at \$500,000 investment level)       |
| ✓ <b>Supporting Partners</b>   | (Twelve at \$100,000 investment level)      |
| ✓ <b>Contributing Partners</b> | (Twenty at \$50,000 investment level)       |
| ✓ <b>Sustaining Partners</b>   | (Twenty-five at \$25,000 investment level)  |
| ✓ <b>Corporate Partners</b>    | (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:

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## 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 14<sup>th</sup> 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](http://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 for the primary audience
- be tasteless
- be offensive, obscene or pornographic as defined by prevailing community standards
- promote the use of drugs, tobacco or firearms
- interfere with Share in the communications or marketing programs of **Share in the Care Colorado**

Business categories that are specifically prohibited include:

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

**SAMPLE SIGNAGE FOR CAPITOL GROUNDS**  
( ALL SPONSORS ARE HYPOTHETICAL )

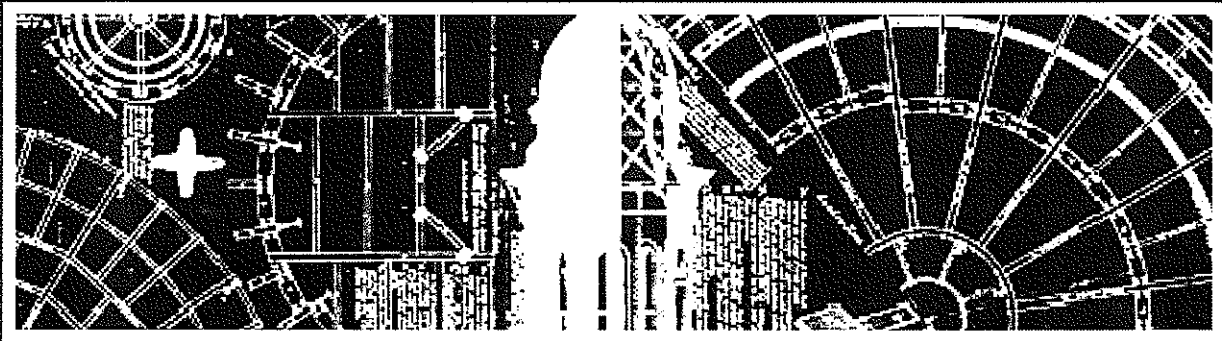


**THE CAMPAIGN TO  
RESTORE OUR CAPITOL DOME**



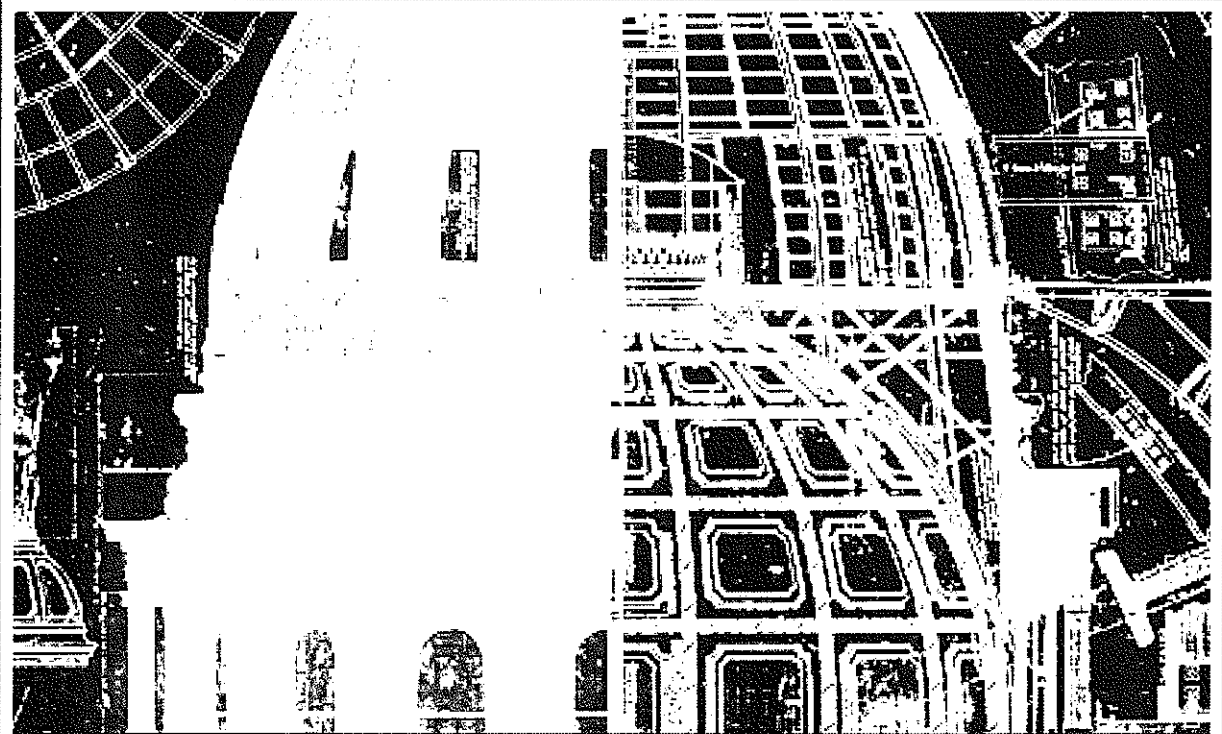
**PRESERVING OUR  
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ASSURING OUR  
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[www.ShareInTheCareColorado.org](http://www.ShareInTheCareColorado.org)



# DONATE

TO RESTORE THE CAPITOL DOME



PRESERVING OUR  
**HISTORY**  
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