


COLORADO PRESERVATION INC.

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Colorado Capitol Dome Restoration Project Preliminary Project Funding Strategy

*Prepared for the Capitol Building Advisory Committee by
Colorado Preservation, Inc. and Creative Strategies Group, February 19, 2010*

OVERVIEW: Colorado Preservation (CPI) has retained Creative Strategies Group (CSG) to assist them with the development of a cause-related marketing/ sponsorship campaign to secure the necessary funding for the structural restoration of the Colorado Statehouse Dome in Denver, Colorado. Colorado Preservation's vision is to create a broad based, grassroots, privately funded initiative that does not rely on the use of government/public funds.



Some definitions:

Cause-related marketing (CRM) is a mutually beneficial collaboration between a corporation and a nonprofit in which their respective assets are combined to:

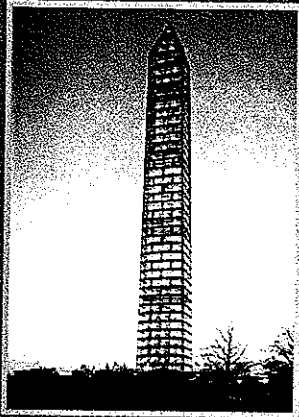
- create shareholder and social value
- connect with a range of constituents (be they consumers, employees, or suppliers)
- communicate the shared values of both organizations

Sponsorship is the relationship between a sponsor and a property, (in this case the Capitol Dome Restoration Project), in which the sponsor pays a cash or in-kind fee in return for access to the utilizable commercial potential associated with the property.

DURING THE NEXT THREE MONTHS, CPI and CSG will design the campaign strategies and tactics for this initiative and present them for approval by the CBAC. Our preliminary thoughts are to develop a multi-tiered funding campaign that combines the best practices of other efforts that have been utilized for similar projects including the restorations of the **Statue of Liberty** in 1983 and the **Washington Monument** in 1996.

At the outset, it is likely that the campaign will be comprised of the following components:

- ❖ **Cause-Related Marketing/Corporate Sponsorship Program** – This campaign will create a compelling opportunity for companies, corporations and trade associations doing business in Colorado to publically sponsor the restoration project. It will likely be tiered at different investment levels with associated rights and benefits.



The Washington Monument restoration of 1996 had a budget of \$9.5 million, with funding coming from major corporations.

Illuminated scaffolding was designed by renowned architect Michael Graves to be both practical and a work of art. It was part of a cause-marketing campaign sponsored by Target, which used the association with the restoration effort and scaffolding to promote a new line of products Graves had designed for the store.

After three years and \$2.5 million in donations from Target, the monument was unveiled on July 3, 2000. The complete restoration cost \$10 million of which Target helped raise \$4 million from individuals and other corporate sponsors.

As an example, American Express became a lead sponsor of the campaign to raise money for the Statue of Liberty's restoration. American Express donated one cent to the restoration every time someone used its charge card. As a result, the number of new cardholders grew by 45 percent and card usage increased by 28 percent.

Some companies will be motivated by community relations objectives, others by their ability to impact the public in order to stimulate business. Still others may be suppliers and vendors providing goods and services for the restoration project from window and gutter restoration to paint and caulking.

These sponsors will expect to receive the positive benefit of association with the project as well as specific, tangible rights and benefits in exchange for their financial support. Typical sponsor rights are likely to include:

- Use of project graphics and trademarks
- Recognition in campaign advertising and promotional materials
- Access and positive interaction with government, civic and business leaders
- Onsite recognition (e.g. scaffolding ID)
- Participation in project milestones and special events

❖ **Children's Campaign** - This initiative will enlist the participation of Colorado's school children (who comprise the Capitol building's largest number of visitors) to collect change to help preserve the Capitol Dome for them and their children. The campaign would include curriculum, contests and prizes. A similar effort was used for the Statue of Liberty called "Save the Lady" which yielded more than \$2 million. We envision enlisting state education organizations such as the Colorado Education Association and Colorado PTA to help promote this campaign as well as corporate sponsors who are identified with children's products and services such as Target or McDonalds.

❖ **Public Campaign** - Working with a large retailer like Safeway or King Soopers, we foresee a public fundraising campaign perhaps built around a "buy a bolt" program where individuals and families could "sponsor" a bolt replacement and in return receive one of the old iron bolt remnant as a keepsake of Colorado history. Other premiums might be considered such as Dome t-shirts.

❖ **Grants & Gifts** - Colorado Preservation would also seek support from appropriate corporate and private foundations and trusts to support the Dome Restoration Project. These will come from more typical philanthropic sources.

Overall Program elements to consider:

- *Creative:* Create campaign positioning, theme and graphics
- *Leadership:* Well-regarded campaign committee with high-profile “champion” chair
- *Promotional Partners:* Media partnerships to promote initiative
- *Website:* Project website with live webcam on restoration efforts
- *Events:* Special events and activities to celebrate milestones:
 - Campaign launch
 - Dome wrapping completion
 - First bolt replacement
 - Halfway home
 - Completion ceremony with Dome light show, patriotic concert, etc., as was done for the Statue of Liberty (image below).
- *Recognition:* Need to develop an appropriate sponsorship recognition program at the Capitol Building during the project. Options might include, scaffolding scrim ID, projection, electronic marquees, etc.

