

SHARE
IN THE CARE
COLORADO

PRESERVING OUR
HISTORY
ASSURING OUR
LEGACY

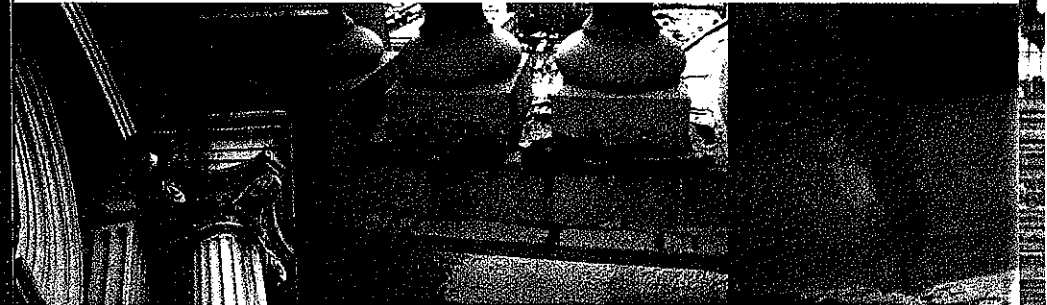
Colorado State Capitol Preservation, Inc.



AS ONE OF ONLY ELEVEN CAPITOL BUILDINGS IN THE NATION TO FEATURE A GOLD-PLATED DOME, THE COLORADO STATE CAPITOL BUILDING IS AN ARCHITECTURAL AND HISTORICAL TREASURE.

THE PEOPLE'S HOUSE

There is no more potent symbol of the past, present and future aspirations of the people of our State than the venerable Colorado State Capitol Building and its magnificent gold-plated dome. Through vision and philanthropy the citizens and business leaders that preceded us played an essential role in the creation of the Statehouse. In 1908, miners donated 200 ounces of 24-karat gold to gild the cast iron, copper-clad dome that was designed by Elijah E. Myers in 1885. In fact, the ten acres of ground on which "the people's house" was erected was a gift made to Colorado in 1868 by hotelier Henry C. Brown.



A COMPLEX PROBLEM IT ISN'T THE GOLD - IT'S WATER, HEAT AND COLD!

Regrettably, the dome of our Capitol has fallen into serious disrepair. The cast iron enclosure of the dome and drum, painted gray to match granite used elsewhere in the structure, has deteriorated over the past hundred years due to water infiltration and the intense freeze-thaw cycle of the Colorado climate. The observation deck, the unforgettable field trip destination for generations of Colorado's school children, has been closed to them, as well as to all visitors, since 2007 due to the danger of falling cast iron. Engineering experts have declared the deteriorated condition of the structural metal fasteners holding the enclosure together to be a significant hazard to the building and its occupants. The experts have concluded that, "the entire dome will require extensive work to repair current damage and preserve the feature for future generations."

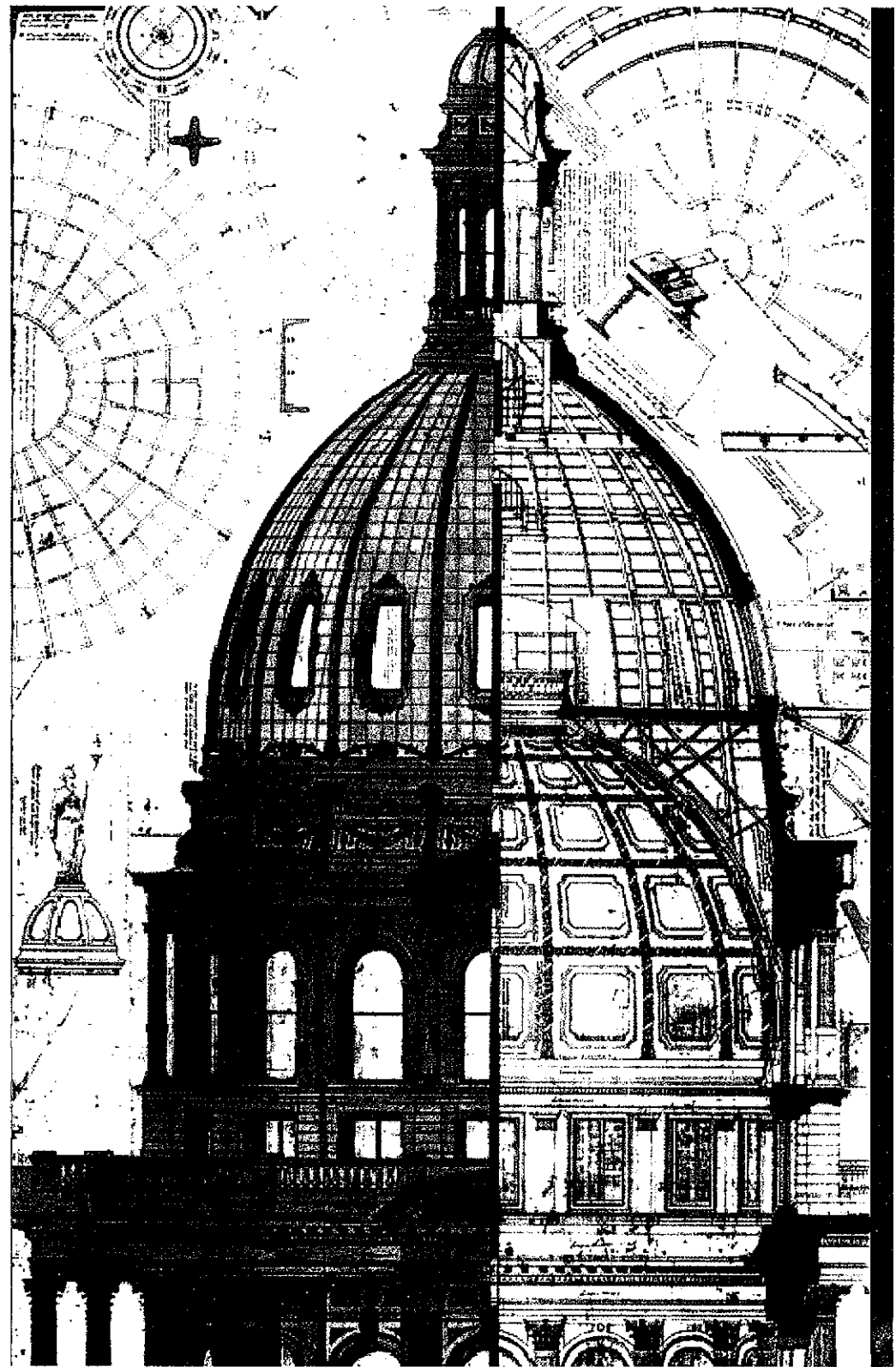
SUSTAINING HERITAGE FUNDING WHILE RESTORING COLORADO'S CAPITOL DOME

Current economic conditions have seriously hampered the ability of the State to fund the much-needed repairs, which are estimated to exceed \$12 million. In response to the urgency, the Legislature diverted \$4 million from the State Historical Fund (SHF) in May of 2010 to initiate the restoration effort. This difficult but necessary decision has resulted in cutting the grant-making capacity of the Fund by fifty percent in FY 2011 (the Fund was established in 1991 to be used for heritage preservation efforts throughout Colorado). Unfortunately, should the remaining \$8 million needed to complete the job be appropriated from the Fund, other essential preservation projects throughout the State will suffer. Because each dollar granted from the Fund creates an additional six dollars of economic activity, Colorado communities are making a substantial sacrifice, at the expense of their own fiscal health and the protection of their special heritage resources, to ensure a future for the most visible symbol of our State.

Colorado Preservation, Inc. (CPI) is the private, statewide, historic preservation, non-profit organization. CPI fosters heritage preservation in communities of all sizes by providing information, education, training, technical assistance and advocacy. A fundamental priority of the organization is to safeguard the grant-making capacity of the State Historical Fund so that it may continue to have a positive economic impact in each of Colorado's 64 counties. In 2009, CPI began working with the Legislature to craft solutions to the State's dilemma; how to protect heritage funding throughout Colorado while restoring the Capitol dome. In a true expression of bipartisanship, Colorado's elected leaders passed legislation tasking CPI with the responsibility to lead **Share in the Care Colorado**, a public/private initiative to fund the majority of the work required to restore the dome.

PRESERVING OUR HISTORY, ASSURING OUR LEGACY

In the spirit of the caring commitment made by Coloradans more than a century ago, CPI believes this is an appropriate and essential fundraising initiative for all citizens. Working together, Coloradans can share in the uniquely unifying opportunity to preserve the heritage of Colorado, not just on Capitol Hill, but throughout the State.



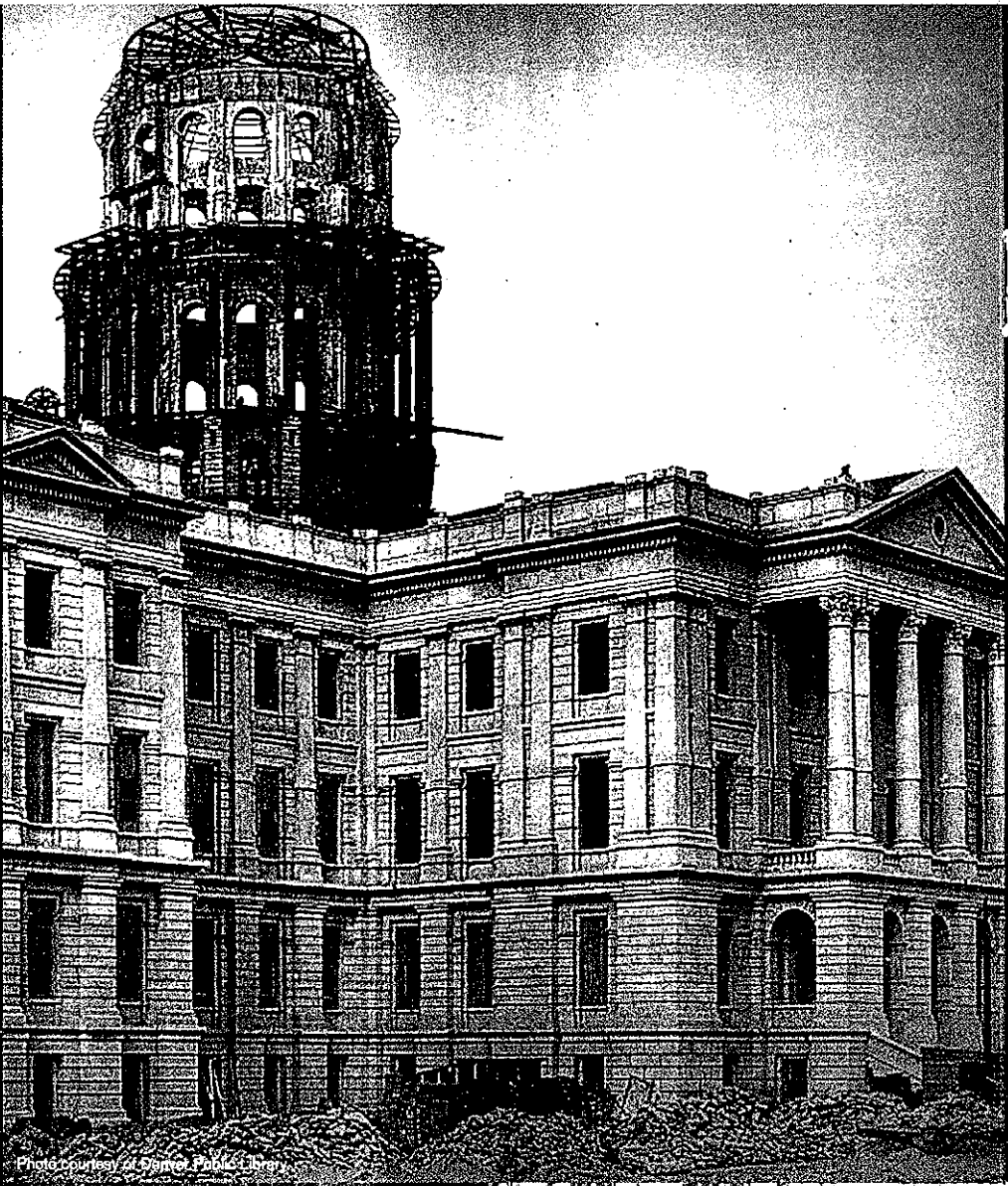


Photo courtesy of Denver Public Library



SHARE IN THE CARE COLORADO

Share in the Care Colorado is the name of the statewide campaign to involve the public – from school children to senior citizens – in a greater appreciation of our shared heritage through the collaborative restoration of the Capitol dome. Based upon similar successful campaigns to restore the Statue of Liberty and the Washington Monument, this important initiative has four inter-related components with specific objectives:

- ∞ Public Awareness Campaign – To raise awareness and support for the dome restoration project and its partners through strategic media and corporate partnerships, public relations efforts, and special events
- ∞ Corporate Partners Program – To garner support from Colorado businesses by developing effective cause-marketing programs that promote corporate values and standards, social responsibility, and a common commitment to the future of our State
- ∞ Children's Campaign – To engage Colorado's school children in a deeper appreciation of individual and civic responsibility, and the power of giving through "Dimes for the Dome", a school fundraising effort supported by multi-disciplinary classroom curricula
- ∞ Public Campaign – To encourage participation from the public at large through various programs such as web initiatives, mobile giving, "Adopt a Bolt" and a retail change canister program

SPECIAL EVENTS

The central location of the Colorado State Capitol Building in downtown Denver creates the perfect setting to stage special events celebrating benchmarks of the restoration effort. As part of the public campaign, **Share in the Care Colorado** will mark these moments with special occasions to be enjoyed by all.

- ∞ Enclosure of the Dome (Spring 2011) – Following erection of scaffolding encasing the dome and placement of a protective scrim around it, a special laser light show will be displayed on the Capitol. This show will be promoted widely and perhaps tied into an existing festival in Civic Center Park. Laser images will be choreographed to music and include depictions of Colorado landmarks, moments in history and other iconic images from across the state. It will truly be an exciting start to the hard work about to begin under the dome scaffolding.
- ∞ Returning of the Dome to the People (Fall 2013) – To commemorate the success of the **Share in the Care Colorado** public campaign and the completion of the restoration, a public celebration will be staged in Civic Center Park. It will include a live symphony performing celebratory and patriotic music and feature presentations by Colorado performing arts groups. The festival will culminate in a remarkable fireworks and light show featuring the Colorado State Capitol Building and its remarkable gold dome.

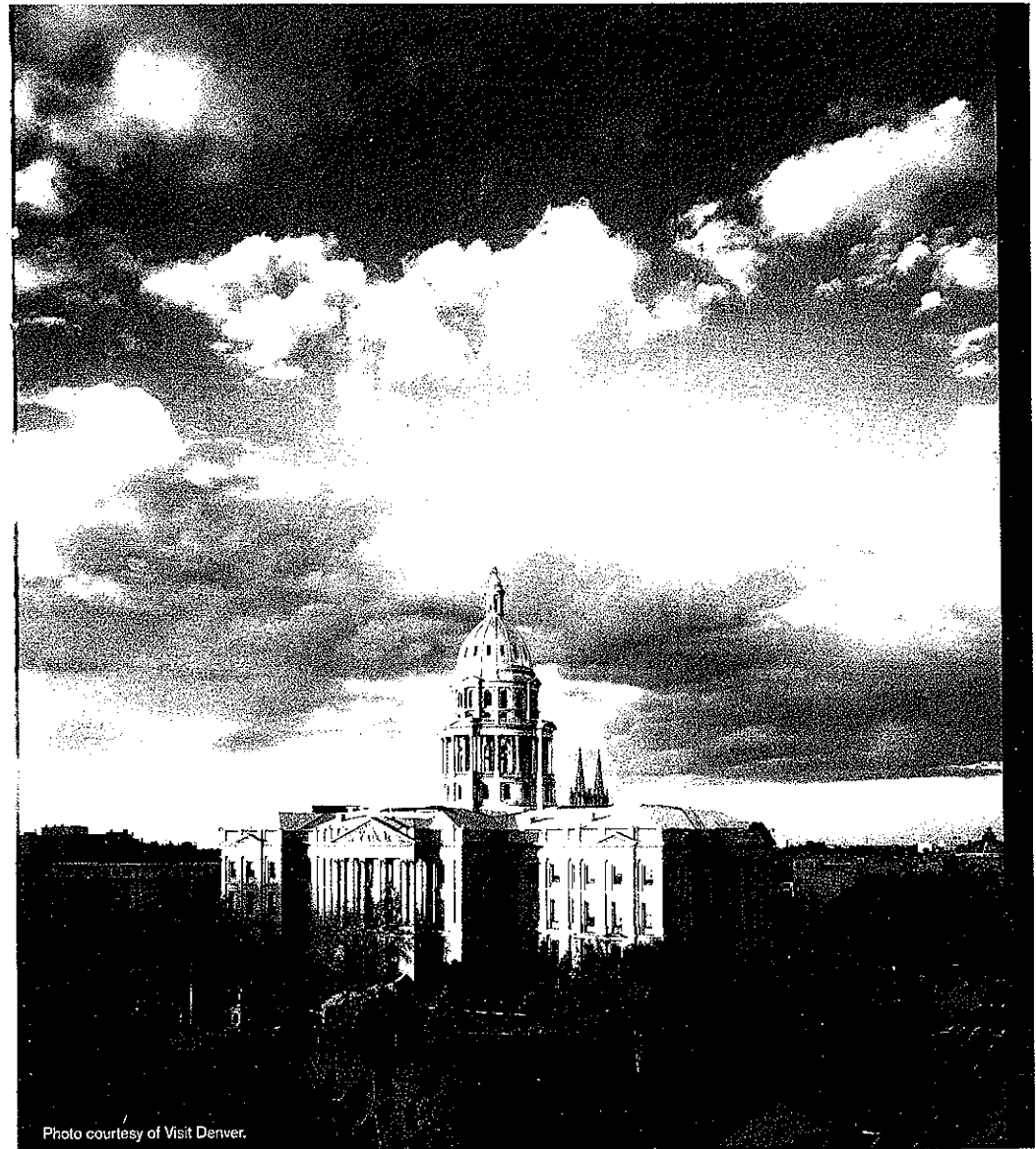


Photo courtesy of Visit Denver.



SHARE YOUR CARE

Colorado Preservation, Inc. invites your involvement in this historic initiative. The campaign to restore the Capitol dome will succeed through a broad-based nonpartisan effort by corporate, civic and government leaders.

The Corporate Partners Program of **Share in the Care Colorado** has been designed to build upon best practices utilized for cause-related marketing campaigns to restore the Statue of Liberty and the Washington Monument. **Share in the Care Colorado** empowers corporate partners to achieve business and communications objectives through the provision of tangible rights and benefits. Depending on the specific sponsor objectives, the acquisition of campaign assets can be utilized to demonstrate corporate social responsibility, enhance public relations exposure, reinforce customer relationships and create new business opportunities. Based upon the level of involvement, typical sponsorship benefits will be individually crafted to include:

Licensing rights to **Share in the Care Colorado** trademarks

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

Point of purchase programs to engage customers in generating transactional donations

Internet and social media recognition and promotions

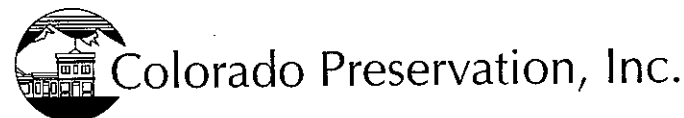
Hospitality and limited-edition merchandise rights for client and staff entertainment

Unique opportunities for business-to-business networking

Find out more about how your business or organization can get involved by contacting Colorado Preservation, Inc. at 855-CPI-DOME (855-274-3663) or go to www.ShareInTheCareColorado.org

THANK YOU TO OUR PARTNERS

Share in the Care Colorado is dependent upon the involvement and support of individuals, organizations and corporations across the state. We are particularly appreciative of the initial encouragement and funding provided by the following charter partners:





A signature initiative of
Colorado Preservation, Inc.
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