



***Share in the Care Colorado***  
**Administrative Fee Guidelines**  
**February 23, 2012**

**Proposal**

In keeping with what we believe is the spirit of the legislation and contract, CPI proposes the following guidelines for the 15% administrative fee provided for in the "Share in the Care Colorado" campaign:

**NOT FEE ELIGIBLE**

**FEE ELIGIBLE**

Contributions made by the State Historical Fund	Contributions received from corporations or other business entities (excluding in-kind contributions)
Any in-kind contribution	Contributions received from the general public that are the clear product of a specific, corporate-sponsored marketing sub-campaign (including, for example, contributions received under the Ornament Campaign or the mGive (texting) Campaign)
Contributions made to cash collection boxes placed within schools, the Capitol, or other public venues	
Any other contributions that do not fall into one of the specific categories to the right	

**Robert E. Musgraves, Esq.**  
**Executive Director**  
**Colorado Preservation, Inc.**



## Share in the Care Colorado Bronze Donor Rights & Benefits

As a Bronze Donor, your company will receive a various benefits in recognition of your contribution of \$5,000 that demonstrate (Company)'s corporate citizenship and social responsibility in Colorado through your leadership in this high profile public initiative.

- ❖ **Bronze Donor recognition with Share in the Care Colorado**
  - Bronze Donor status for Share in the Care Colorado, the three-year, statewide initiative to fund the restoration of the Colorado Capitol Dome
  - (Company)'s name/logo will receive positive association and affinity with the campaign name, (e.g. "(Company) Bronze Donor of Share in the Care Colorado ")
  - Positive presence to a statewide audience through 2013 estimated to exceed five million people
  
- ❖ **Public Recognition**
  - Licensing rights for term of contract to Share in the Care Colorado logo and "Bronze Donor" moniker statewide (*Not be used as a commercial endorsement without expressed written permission*)
  - Recognition on Bronze Sponsor honor roll on Share in the Care Colorado's web site ([www.ShareInTheCareColorado.org](http://www.ShareInTheCareColorado.org))
  - Name recognition in the Bronze Donor honor roll in *Colorado Preservationist*, published quarterly with 5,000 circ.
  
- ❖ **Hospitality Benefits**
  - As Bronze Donor, (Company) will receive invitations with special receptions and events providing opportunities to interact with government, civic and corporate leaders
  - Complimentary commemorative merchandise will also be provided to the sponsor including:
    - ◆ Commemorative Dome ornament





## Share in the Care Colorado Silver Donor Rights & Benefits

As a Silver Donor, your company will receive a various benefits in recognition of your contribution of \$10,000 that demonstrate (Company)'s corporate citizenship and social responsibility in Colorado through your leadership in this high profile public initiative.

### ❖ Silver Donor recognition with Share in the Care Colorado

- Silver Donor status for Share in the Care Colorado, the three-year, statewide initiative to fund the restoration of the Colorado Capitol Dome
- (Company)'s name/logo will receive positive association and affinity with the campaign name, (e.g. "(Company) Silver Donor of Share in the Care Colorado")
- Positive presence to a statewide audience through 2013 estimated to exceed five million people

### ❖ Public Recognition

- Licensing rights for term of contract to Share in the Care Colorado logo and "Silver Donor" moniker statewide (*Not be used as a commercial endorsement without expressed written permission*)
- Recognition on Silver Sponsor honor roll on Share in the Care Colorado's web site ([www.ShareInTheCareColorado.org](http://www.ShareInTheCareColorado.org))
- Name recognition in the Silver Donor honor roll in *Colorado Preservationist*, published quarterly with 5,000 circ.



### ❖ Hospitality Benefits

- As Silver Donor, (Company) will receive invitations with special receptions and events providing opportunities to interact with government, civic and corporate leaders
- Complimentary commemorative merchandise will also be provided to the sponsor including:
  - ◆ Commemorative Dome ornament
  - ◆ *Centennial Statehouse* DVD
- Deepest discount on purchasing additional commemorative merchandise



## Share in the Care Colorado Gold Donor Rights & Benefits

As a Gold Donor, your company will receive a various benefits in recognition of your contribution of \$25,000 that demonstrate (Company)'s corporate citizenship and social responsibility in Colorado through your leadership in this high profile public initiative.

- ❖ **Gold Donor recognition with Share in the Care Colorado**
  - Gold Donor status for Share in the Care Colorado, the three-year, statewide initiative to fund the restoration of the Colorado Capitol Dome
  - (Company)'s name/logo will receive positive association and affinity with the campaign name, (e.g. "(Company) Gold Donor of Share in the Care Colorado")
  - Positive presence to a statewide audience through 2013 estimated to exceed five million people
  
- ❖ **Public Recognition**
  - Licensing rights for term of contract to Share in the Care Colorado logo and "Gold Donor" moniker statewide (*Not be used as a commercial endorsement without expressed written permission*)
  - Name listed in Share in the Care Colorado case statement
  - Recognition on Gold Sponsor honor roll on Share in the Care Colorado's web site ([www.ShareInTheCareColorado.org](http://www.ShareInTheCareColorado.org))
  - Name recognition in the Gold Donor honor roll in *Colorado Preservationist*, published quarterly with 5,000 circ.
  
- ❖ **Hospitality Benefits**
  - As Gold Donor, (Company) will receive invitations with special receptions and events providing opportunities to interact with government, civic and corporate leaders
  - Complimentary commemorative merchandise will also be provided to the sponsor including:
    - ◆ Commemorative Dome ornament
    - ◆ *Centennial Statehouse* DVD
    - ◆ Share in the Care Colorado poster
  - Deepest discount on purchasing additional commemorative merchandise

