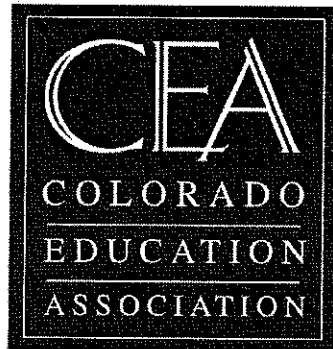


A Proposal To The



To Become A

Presenting Partner

Of

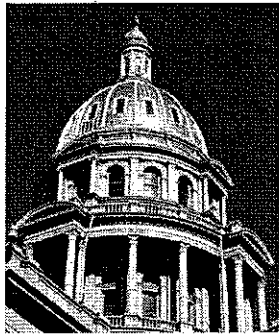
**“Dimes for the Dome”
School Drive**

Supporting the
Campaign to Restore Colorado’s Capitol Dome



Preserving Our History, Assuring Our Legacy

The People's House



There is no more potent symbol of the past, present and future aspirations of Coloradans than our venerable 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 our Statehouse. In 1908, miners donated 200 ounces of 24-karat gold to gild the cast-iron, copper-clad Dome designed by Elijah E. Myers in 1885. In fact, the ten acres of ground on which our Statehouse was erected was a gift to the people of Colorado from Henry C. Brown (creator of Denver's iconic Brown Palace Hotel) in 1868. 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.

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, now 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). Regrettably, should the remaining \$8 million needed to complete the job be appropriated from the Fund, other essential preservation projects throughout the State will have to be postponed or cancelled. Because each dollar granted from the Fund creates an additional \$6 of economic activity, Colorado communities are making a substantial sacrifice, at the expense of their own fiscal health and the protection of their heritage resources, to ensure a future for most the visible symbol of our State.

Preserving Our History, Assuring Our Legacy



Colorado Preservation, Inc. (CPI) is the private, non-profit, statewide historic preservation organization. CPI fosters heritage preservation in Colorado communities of all sizes by providing information, education, training, expertise, 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.

Share in the Care Colorado

Share in the Care Colorado is the name of the statewide campaign to educate and invigorate the public, from school children to senior citizens, about our shared heritage as Coloradans through our collective restoration of the Statehouse dome. Based upon similar successful campaigns to restore the Statue of Liberty and the Washington Monument, this important initiative has four independent yet interrelated 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, industries, professional associations and institutions by developing effective cause-marketing programs that promote corporate values and standards, social responsibility, and shared commitment to the future of our State
- ❖ **Children's Campaign** - To engage and involve Colorado's school children in a deeper appreciation of individual and civic responsibility, and the power of giving through the "Dimes for the Dome" school fundraising efforts supported by classroom curriculum
- ❖ **Public Campaign** - To engage participation from the public at large through various programs from web initiatives to "Adopting a Bolt" to a retail canister program

“Dimes for the Dome” School Drive

Key elements of the Dimes for the Dome school drive include:

- ④ Statewide School Drive during the 2011-2012 school year encouraging students to contribute individually or through school fundraising initiatives to contribute to the restoration of the Capitol dome
- ④ Supported with curriculum materials and activities regarding the history of Colorado, the building of the Capitol and the dome
- ④ Each participating school will receive a memento for permanent display at their school celebrating their role in rebuilding the dome
- ④ Provision of a DVD of the Havey Productions documentary presently in production of the history of the Colorado State Capitol Building and the restoration of the dome

The Opportunity for the Colorado Education Association

Share in the Care Colorado believes there is no better strategic partner for the “Dimes for the Dome” school drive than the Colorado Education Association, the state’s preeminent organization concerned with promoting high quality education in Colorado.

Colorado Preservation, Inc. desires to create a program that positively reflects the reach and impact of the CEA statewide in a positive, high profile, non controversial manner that will build advocacy and appreciation for the organization.

We envision a potential corporate partner such as Target as a commercial partner to assist with the promotion of this effort.

To become a Presenting Partner of this initiative, *Share in the Care Colorado* is requesting the following support:

- ▶ Support and assistance in creating outreach program to every public school in Colorado
- ▶ Endorsement to CEA members encouraging their participation
- ▶ \$50,000 financial support to the campaign paid over two years in 2011 and 2012

In exchange for this support, the Colorado Education Association will receive an extensive menu of rights and benefits which is outlined on the following pages.

Presenting Partner Rights & Benefits

As Presenting Partner of the “Dimes for the Dome” School Drive, the Colorado Education Association will receive a wide-ranging menu of rights and benefits designed to provide a cause-related marketing platform to meet your communications objectives and upon which to build corporate social responsibility and public relations initiatives. CEA’s 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
- CEA’s name/logo will receive marquee status with the campaign name, (e.g. “Share in the Care Colorado – “Dimes for the Dome” School Drive presented by the Colorado Education Association”)
- Positive presence to a statewide audience for two to three years estimated to exceed five million people

❖ Licensing Rights

- Demonstrate CEA’s 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 be used as a commercial endorsement without expressed written permission*)



❖ Presentation Rights for “Dimes for the Dome”

- The Colorado Education Association will be recognized as the presenter of the “Dimes for the Dome” School Drive one-of-the project’s top programs. Recognition benefits for your show asset include:
 - ◆ Recognition in all publicity and promotion when “Dimes for the Dome” is promoted
 - ◆ Logo on all curriculum materials
 - ◆ Name recognition for feature in Share in the Care Colorado materials (e.g. case Statement, Project Report, etc.)
 - ◆ Opportunity to create special activities and events associated with asset

❖ Full Promotional Rights

- As a Presenting Partner, CEA’s trademark will also be included in all promotional materials created by SCC, such as:
 - ◆ “Dimes for the Dome” School Drive posters
 - ◆ “Dimes for the Dome” student take home information
 - ◆ Project case statement brochures
 - ◆ Brand ID in *Colorado Preservationist*, 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

Presenting Partner Rights & Benefits *(continued)*

❖ Extensive Media Coverage

- Top level name association and recognition 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
 - ◆ Television and Cable Partners statewide
 - ◆ Radio broadcasters statewide
 - ◆ Public service campaigns through
 - Colorado Press Association
 - Colorado Broadcasters Association
- Inclusion in Share in the Care public relations initiatives
 - ◆ Top level sponsor recognition in all SCC press kits and news releases
 - ◆ Opportunity to participate in select press briefings

❖ High Profile Signage & Recognition

- Logo on three (3) Dome Restoration signs placed around the Colorado Statehouse at Broadway & 14th, Broadway & 15th and Broadway and Colfax with more than three million traffic impressions monthly *(Provided by Organizer)*
- Audio acknowledgement at all special events, media briefings and presentations

❖ Internet and Direct Marketing Access

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

❖ Hospitality & Entertainment Rights

- 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
 - ◆ Return of the Dome to the People project completion public celebration
- As Presenting Partner, CEA will receive invitations with special receptions, seating and 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
 - ◆ Replacement dome stainless-steel bolt in shadow box with certificate of authenticity
- Deepest discount on purchasing additional commemorative merchandise

Thank You for Your Consideration

We appreciate your review of this partnership opportunity for *Share in the Care Colorado*. Based upon your level of interest as well as the specific communications objectives to be achieved through your participation, look forward to adapting this proposal to best fit your goals.

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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