


**ADMINISTRATION MEMORANDUM
16-05**

DATE: March 7, 2016
TO: Honorable Mayor Joyce Downing and City Council Members
FROM: David Willett, Acting City Manager
SUBJECT: Event Sponsorship



BACKGROUND:

Almost Home

Almost Home was established in 1993, it has been in existence for over 20 years, making it one of the oldest non-profit organizations in Brighton, Colorado. In that time, they have assisted over 45,000 individuals, more than 22,000 of those individuals being children, and provided over \$2 million in funds. Since 1996 they have provided over 45,000 nights of shelter to local families in need. They provide the greater Adams County area with a 6 family emergency homeless shelter, bilingual case management and referrals and financial assistance for rents and utilities. Total number of assistance calls from Northglenn 186. City Council sponsored this event in 2015 in the amount of \$500

Precious Child

Since the founding in 2008, A Precious Child, Inc. has supported kids in Colorado by providing them with basic essentials. Ensuring that children are properly clothed and have the necessary supplies to participate in school can have a dramatic effect because it helps children stay in school, promotes learning, and promotes positive self-esteem. A Precious Child is devoted to making a positive impact in the lives of disadvantaged and displaced children and families in Colorado by improving their quality of live. Essentials include; clothing, coats, shoes, sports equipment, backpacks, school supplies and toiletries. Northglenn did not sponsor this event in 2015.

BUDGET/TIME IMPLICATIONS:

Funding for this purchase can be found in the 2016 City Manager budget. Sponsorship in the amount of \$550 to Almost Home and \$1,750 to A Precious Child is being recommended.

STAFF REFERENCES: If you have any comments or questions, please contact David Willett, 303.450.8783 or dwillett@northglenn.org.

ATTACHMENTS:

- Information for these two events



SAVE THE DATE

TODD CREEK GOLF CLUB

DINNER-DRINKS-MUSIC-AUCTION

FRIDAY, MAY 13, 2016

6:00PM-9:00PM

HELP THOSE IN NEED
SPRING OUT
OF HOMELESSNESS

For Tickets, contact: Terry Moore

P: 303-659-6199 E: Terry@almosthomeonline.org

Or go to www.AlmostHomeOnline.org

Almost
HOME Inc.

Shelter and Housing Assistance

Sponsorship Levels

Violet Sponsor —\$3,000

Presenting sponsor status!

- ◆ Lilac package plus:
- ◆ 4 extra seats (12 total)

- ◆ On Stage partnership recognition
(A representative from your organization will be given time to speak from stage, or extra slides in powerpoint)

Lilac Sponsor —\$2,000

- ◆ 1 reserved table (8 seats)
- ◆ Full page ad in program
- ◆ Inclusion in website and email announcements.
- ◆ Inclusion in annual report
- ◆ Inclusion in all press releases
- ◆ Your logo on all event materials
- ◆ Sponsor recognition on Facebook.

Rose Sponsor —\$1,500

- ◆ 1 reserved table (8 seats)
- ◆ 1/2 page ad in program
- ◆ Inclusion in annual report
- ◆ Inclusion in all press releases
- ◆ Your logo on all event materials
- ◆ Sponsor recognition on Facebook

Orchid Sponsor—\$1,000

- ◆ 1 reserved table (8 seats)
- ◆ 1/4 page ad in program
- ◆ Inclusion in all press releases
- ◆ Your logo on all event materials
- ◆ Sponsor recognition on Facebook

Basic Sponsorship—\$550

- ◆ 1 reserved table (8 seats)
- ◆ 1/4 page ad in program
- ◆ Your name on all event materials

Thank You

Contact: Terry Moore

P: 970-219-1216

E: Terry@AlmostHomeOnline.org

Almost
HOME Inc.

Shelter and Housing Assistance

A Precious Child's
On Broadway Gala
Saturday, April 2nd, 2016

Presented by Cooper Heating & Cooling

Omni Interlocken Resort
500 Interlocken Boulevard
Broomfield, CO 80021



Sponsorship Opportunities (continued)

Act 1 Sponsor—\$2,500

(\$1,600 tax deductible)

Exposure during the Gala:

- 1/2 page color ad in Gala Program
- Company name displayed on table signage
- Logo displayed on video screens in ballroom throughout the event
- Formal highlight of company as Act 1 Sponsor from event stage
- One 10-guest table at the Gala
- Opportunity to donate items to the Gala's silent auction

Marketing Exposure:

- Name included on all event collateral
- Logo will be listed on A Precious Child's website with a link to sponsor's website
- Company name/logo displayed in one ad in the Broomfield Enterprise
- Company logo will be posted on A Precious Child's Facebook page a minimum of two times leading up to the event
- Sponsorship recognition in press releases and press kits distributed to media outlets
- Logo featured in eNewsletter (distributed to 5,000) a minimum of three times
- Company will be listed as Act 1 Sponsor and logo will be featured on A Precious Child's website and event e-blasts to more than 5,000 constituents

Act 2 Sponsor—\$1,750

(\$950 tax deductible)

Exposure during the Gala:

- Color logo included in Gala Program
- Company name displayed on table signage
- Logo displayed on video screens in ballroom throughout the event
- One 10-guest table at the Gala
- Opportunity to donate items to the Gala's silent auction

Marketing Exposure:

- Logo will be listed on A Precious Child's website with a link to sponsor's website

Standing Ovation Sponsor—\$500

(\$280 tax deductible)

- Reserved seating for two guests
- Color logo included in Gala Program

