

THE DENVER POST
C O M M U N I T Y

FOUNDATION

Together We Can Make a Difference

Improving and enriching the quality of life through support of programs that benefit children, the arts, literacy and education and the provision of basic human services.



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Together We Can Make A Difference

We make a living by what we get, but we make a life by what we give.

– Winston Churchill

Dear Friends,

At The Denver Post and the Denver Post Community Foundation, we are committed to making a difference in the lives of those we serve and to those in need in our community. It is a part of our on-going legacy and mission to ensure that the people we serve have the best possible opportunity to live the highest quality life.

Over the years, countless people have been served in our community and we are proud to have been a part of making a difference. Through The Denver Post Community Foundation **Partnership Program**, we are excited to invite our friends and partners in the business community to join us in these efforts.

Detailed in this information piece, you will find various suggested partnership opportunities. Whether it's a sponsorship on one of our many unique Signature Events, or a direct corporate donation, we stand at the ready to deliver to you a solid business and charitable investment.

All monies raised go directly to the Denver Post Community Foundation and are then distributed to nonprofit agencies serving the areas of Arts, Youth, Education and Human Services. A partnership with our foundation not only provides you with community impact by helping to serve a diverse and quality portfolio of high-impact nonprofit agencies, but also provides for essential business impact to further your organization's goals.

We look forward to working with you in the future to improve and enrich the lives of those in our community.

Together we can make a difference.

Sincerely,



Mac Tully
CEO and Publisher, The Denver Post
President, Denver Post Community Foundation

About The Denver Post Community Foundation

The *Denver Post Community Foundation*, a 501(c)3 organization, operates within our *Denver Post Community* and serves to fulfill its mission to improve and enrich lives by raising and distributing money primarily to Denver metro area nonprofits.

The Foundation raises money primarily through nine signature events and programs, including:

- *Basket of Joy*
- *Cheyenne Frontier Days Train*
- *Colorado State Spelling Bee*
- *Passport to the Arts (Performing Arts Series)*
- *Pedal the Plains Bicycle Tour*
- *Pen & Podium (Author Series)*
- *Ride the Rockies Bicycle Tour*
- *Underground Music Showcase*
- *Unique Lives & Experiences (Women's Speaker Series)*

We offer many ways to engage our partners and help meet their community and business objectives.

mission

To improve and enrich the lives of those in our community through support of programs that benefit the arts, youth, education and human services.

board of directors

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Your Opportunity for **Community Impact**

The Denver Post Community Foundation has distributed \$685,000 in grants since its inception in 2011. Our Signature Events benefit local nonprofit organizations in the areas of arts and culture; children and youth; education and literacy; and the provision of basic human services. As a partner, your support impacts a number of nonprofit organizations in Denver and beyond.



A sampling of our beneficiaries

●● Arts & Culture

- ◇ Children's Museum of Denver
- ◇ Cleo Parker Robinson Dance
- ◇ Colorado Symphony
- ◇ Denver Botanic Gardens
- ◇ Denver Center for the Performing Arts
- ◇ Denver Museum of Nature & Science

●● Children & Youth

- ◇ Anchor Center for Blind Children
- ◇ Colorado FFA Foundation
- ◇ Gold Crown Foundation
- ◇ Jewish Community Center
- ◇ Youth on Record
- ◇ YouthBiz

●● Education & Literacy

- ◇ Jefferson County Library Foundation
- ◇ Public Education & Business Coalition
- ◇ Summer Scholars
- ◇ The Learning Source
- ◇ TLC Learning Center
- ◇ Whiz Kids Tutoring

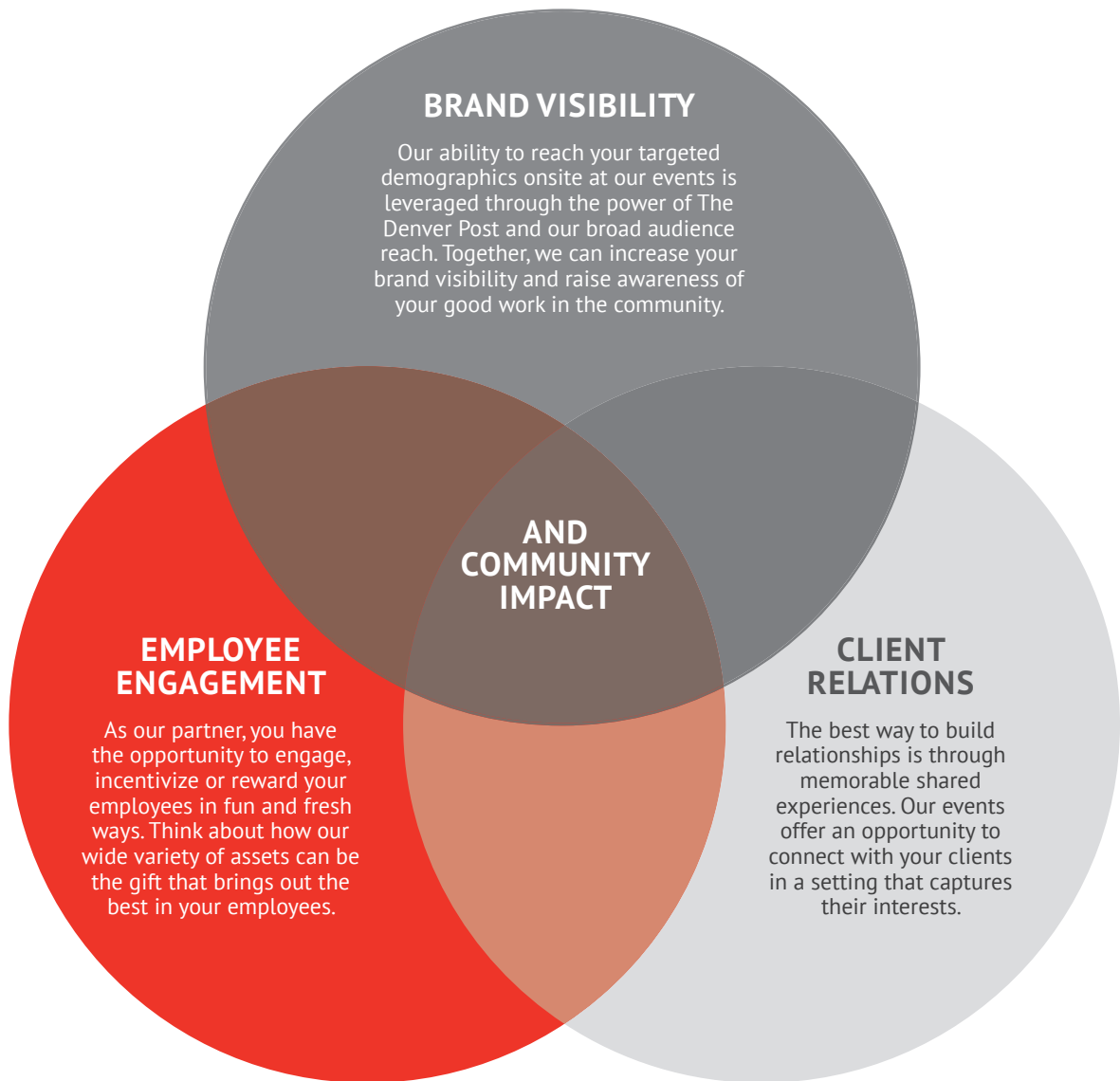
●● Human Services

- ◇ Capitol Hill Community Services
- ◇ Judi's House
- ◇ National Sports Center for the Disabled
- ◇ SafeHouse Denver
- ◇ We Don't Waste
- ◇ Work Options for Women

For a complete list of grant recipients, visit denverpostcommunity.com

Your Opportunity for **Business Impact**

The Denver Post Community Foundation is uniquely positioned to connect your business objectives with your charitable spirit through our wide variety of events and programs. While benefitting the community, a partnership with our foundation can also help build your brand, entertain your clients and recognize your employees.



Your Opportunity for Partnership

Our partners may choose from Presenting, Major and Supporting Level packages for each event, offering a diverse set of benefits. The following is a representation of benefits associated with each partnership level. Actual quantities and values will vary according to which program and level you choose. We are also able to customize your partnership to meet your individual needs and your budget.

●● Presenting Level

Presenting level logo visibility:

- In all Denver Post event advertising (print and digital)
- In all other media event advertising (where applicable)
- On customized event website with link (year round)
- On all other marketing and collateral materials affiliated with event

Full page ad in event program

Presenting level logo visibility on all event signage onsite

Opportunity for welcome remarks at event

Opportunity to host a booth and/or provide merchandise to event attendees

Client advertising space (for use with partner customized promotion tied to event)

One-time use of database (event attendees)

20 complimentary tickets to event, including 10 VIP tickets

●● Major Level

Major level logo visibility:

- In all Denver Post event advertising (print and digital)
- On customized event website with link (year round)
- On all other marketing and collateral materials affiliated with event

Half page ad in event program

Major level logo visibility on all event signage onsite

Major level sponsor recognition from stage

Opportunity to host a booth and/or provide merchandise to event attendees

Client advertising space (for use with partner customized promotion tied to event)

One-time use of database (event attendees)

10 complimentary tickets to event, including 4 VIP tickets

●● Supporting Level

Supporting level logo visibility:

- In all Denver Post event advertising (print and digital)
- On customized event website with link (year round)
- On all other marketing and collateral materials affiliated with event

Quarter page ad in event program

Supporting level logo visibility on all event signage onsite

Supporting level sponsor recognition from stage

Supporting level merchandising opportunity to attendees

4 complimentary tickets to event, including 2 VIP tickets

Signature Events and Programs



The Denver Post Unique Lives & Experiences

Event Dates: January - June

A lecture series featuring some of the world's most respected and notable women. Held annually at the Denver Center for the Performing Arts, this series draws in excess of 800+ high income, highly educated women. Speakers featured have included: Diane Keaton, Barbara Bush, Cokie Roberts, Julie Andrews, Goldie Hawn, Maya Angelou and Jane Goodall.
www.UniqueLives.com



The Denver Post Colorado State Spelling Bee

Event Date: March

Each year more than 10,000 students from across Colorado participate in this longstanding tradition which encourages and rewards our young people's love of learning. The winner of this state-wide contest goes on to represent Colorado in the National Spelling Bee held in Washington D.C.
www.SpellingBee.com



The Denver Post Ride The Rockies Bicycle Tour

Event Date: June

For over 29 years, this event annually hosts over 2,000 registered cyclists on a 6-7 day bicycle tour through the beautiful mountains of Colorado. The event is so popular that a lottery registration system is required. Riders stay in local communities along the route and are treated to fantastic hospitality, meals, entertainment along the way. Named one of the "top international epic road rides" by Velo News in 2010.
www.RideTheRockies.com



The Denver Post Cheyenne Frontier Days Train

Event Date: July

This annual Post tradition, started in the early 1900's, takes 800+ ticketed passengers (chosen by lottery) on a steam engine train to Cheyenne for a day at Cheyenne Frontier Days. The day includes breakfast and dinner on the train, a parade in Cheyenne, a catered BBQ lunch, and tickets to the rodeo.
www.CFDTrain.com



The Denver Post Underground Music Showcase

Event Date: July

The Denver Post Underground Music Showcase (UMS) is the largest indie music festival in the Rocky Mountain region. Occurring in late July, the UMS is four days of music and art, featuring more than 400 performances in 20 venues along a one half mile section of South Broadway.
www.TheUMS.com



The Denver Post Passport to the Arts

Event Dates: Fall / Spring

This one-of-a-kind multi-disciplinary performing arts sampler series offers a diverse combination of Denver's best music, dance, theatre and opera performances by partnering with Denver Center Attractions, Denver Center Theatre Company, Colorado Ballet, Opera Colorado and the Colorado Symphony.
www.PassportToTheArts.com



The Denver Post Pedal The Plains

Event Date: September

In April 2012, Governor Hickenlooper and The Denver Post launched a one-of-a-kind cycling event celebrating the agricultural roots and frontier heritage of Colorado's Eastern Plains. Described by the Governor as "a ride for the rest of us," Pedal The Plains seeks to engage riders of all abilities, from seasoned cyclists to first-time riders, in a unique, educational and healthy recreational experience.
www.PedalThePlains.com



The Denver Post Pen & Podium

Event Date: Fall / Spring

This five-part literary lecture series features some of the world's most distinguished and renowned writers. Held at the Newman Center for the Performing Arts at the University of Denver, this series annually draws a sell out crowd of 850+ high income, highly educated adults. Authors featured have included: David Sedaris, David McCullough, Frank McCourt, Francis Mayes, Anna Quindlen and Sue Monk Kidd.
www.PenAndPodium.com



The Denver Post Basket of Joy

Event Date: December

Originally produced in 1983 by Denver Post columnist Woody Paige, this event continues to bring joy each year to over 5,000 isolated and homebound seniors in our community. On one day in December, over 500 volunteers come together to assemble (and then distribute) a holiday gift basket of fresh fruit, candy and a handmade card from a Denver-area school child.
www.VOAColorado.org

Corporate Contribution Program

Direct corporate contributions to the Denver Post Community Foundation are also accepted and appreciated. For more information, please contact Tracy Ulmer at tulmer@denverpost.com. The Denver Post Community Foundation is a IRS 501 (c) (3) organization.

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