



EVENT SPONSORSHIP PROPOSAL



Colorado Children's Immunization Coalition

Tasty Soups, Celebrating and Keeping Colorado Kids Healthy!



The right choice for your business

Sponsoring the Colorado Children's Immunization Coalition's S.O.U.P! (Shots Offer Unrivaled Protection) Event provides you the opportunity to connect with the Colorado healthcare community to build greater awareness and show your company's support of a vital cause: protecting children from vaccine-preventable disease.

This signature event is an ideal networking opportunity with a substantial audience who appreciate your commitment to our community.

Warming hearts and souls

For over 20 years, CCIC has worked to increase childhood immunization through coalition building, provider education, community outreach and public policy. As a way of thanking our sponsors and supporters, we host the much-anticipated annual S.O.U.P! event. The evening celebration raises funds and awareness for childhood immunization while treating guests to gourmet soup samples and honoring Colorado's top immunization champions. S.O.U.P! typically draws about 225 guests, including Colorado pediatricians, physicians, nurses, educators, legislators and public health experts.

A New Twist on an Old Favorite

Now in its 7th year, the 2014 S.O.U.P! event will offer guests an enhanced experience. The event has moved from spring to autumn — the perfect time of year to savor gourmet soups — and will be held at the beautiful Inn at Hudson Gardens in Littleton, CO. In addition to tasting delicious soups from Bistro Boys Catering, guests will have the opportunity to mingle with a celebrity guest (TBD) at a VIP-only reception in the beautiful garden space, enjoy the sounds of Colorado's own Monocle Band, and network with fellow CCIC friends and supporters at the open-seating event — all while supporting CCIC and our partners' efforts to elevate the essential role vaccines play in preventing illness and promoting health for all of Colorado.

To learn more about this year's and past S.O.U.P! events, visit www.childreimmunization.org/soup.

SAVE *the* DATE

 **S.O.U.P! at the Gardens**

The 7th Annual S.O.U.P!
(Shots Offer Unrivaled Protection) Event

*Tasty Soups, Celebrating, and
Keeping Colorado Kids Healthy!*

Thursday, September 25, 2014
6:00 - 9:00 p.m.
The Inn at Hudson Gardens
6115 S. Santa Fe Drive
Littleton, CO 80120

Invitation and details to follow

childreimmunization.org/soup


Colorado Children's Immunization Coalition

2014 Sponsorship Levels & Benefits

Presenting Sponsor.....\$20,000

Limit One

Benefits:

- Prominent sponsor recognition and logo on all event-related marketing and promotional materials: invitations, flyers, emails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition, logo, and link from the SOUP! page on the CCIC website
- 20 tickets to the main event

Exclusive Benefits:

- Sponsor listed as part of event name (“Presented by...”)
- Full-page sponsor advertisement in event program
- 20 tickets to the VIP reception
- Opportunity to speak to VIP reception attendees
- Photo opportunity with celebrity guest (TBD) at VIP reception
- Choice of one (1) exclusive add-on marketing opportunity listed below at no additional cost
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials as approved by CCIC

Title Sponsor.....\$10,000

Benefits:

- Sponsor recognition and logo on all event-related marketing and promotional materials: invitations, flyers, emails, and posters
- Sponsor logo and listing on select at-event signage

- Half-page sponsor advertisement in event program
- Sponsor recognition, logo, and link from the event page on the CCIC website
- 10 tickets to the main event
- 10 tickets to the VIP reception

Supporting Sponsor.....\$5,000

Benefits:

- Sponsor recognition and logo on all event-related marketing and promotional materials: invitations, flyers, emails, and posters
- Sponsor logo and listing on select at-event signage
- Quarter-page sponsor advertisement in event program
- Sponsor recognition and link from the event page on the CCIC website
- 5 tickets to the main event
- 5 tickets to the VIP reception

Gourmet Sponsor.....\$1,000

Benefits:

- Sponsor recognition on select event-related marketing and promotional materials: invitations, flyers, emails, and posters
- Sponsor recognition on select at-event signage and in the event program
- Sponsor recognition in event program
- 2 tickets to the main event
- 2 tickets to the VIP reception

2014 Sponsorship Levels & Benefits

Add-On Opportunities

The following add-on options are available to select sponsors on a first-come-first-serve basis.

Make a lasting impression at the event with products printed with your company logo! All logo printing is based on one-color printing. For additional colors, please contact us. *To participate in these opportunities, you must be a Supporting, Title, or Presenting Sponsor.*

Item	Quantity	Price
Aprons worn by chefs at event	5	\$175
Cocktail napkins used at event	1,000	\$250
Lanyards	250	\$1,000
Keepsake S.O.U.P! Bowl	250	\$1,000

Other Sponsorship Opportunities

*Door Prizes**

In addition to the sponsorships listed above, we invite sponsors to consider investing in S.O.U.P.! by providing large items for the event raffle, such as a weekend getaway, an iPad, or fine dining experience.

*In-Kind Sponsorship**

We also welcome your business to consider sponsoring a specific event feature, such as the event band, celebrity guest travel, beverages, or marketing materials.

*All in-kind sponsorship benefits will be customized to meet sponsor's needs and item cost.

Media Reach

S.O.U.P.! sponsorship provides wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide to the types of advertising, public relations and community engagement opportunities afforded by your event sponsorship.*

Promotion Tool/Channel	Reach
Email	Approx. 3,000 list members
Print Advertising	<i>TBD</i>
Online Advertising	YourHub.com, DenverPost.com
Posters and Save the Date Cards	150 distributed locally
CCIC Website	Avg. 8,000 visitors/month
CCIC Facebook	880 fans
CCIC Twitter	2,700 followers
Pre- and Post-Event Press Release	Distributed to ~12 local media outlets
Event Program	250 printed programs

**Please refer to your sponsor contact for specific recognition opportunities and requirements. Each sponsor will be asked to provide a high-resolution and black-and-white logo to CCIC with adequate time to meet print and publish deadlines.*

Sponsorship Form

Please complete the form below to confirm your sponsorship package and send to meredith.kersten@childrenscolorado.org.

Sponsorship Package: \$20,000 Presenting Sponsor \$10,000 Title Sponsor
 \$5,000 Supporting Sponsor \$1,000 Gourmet Sponsor

Company

Contact Person & Title

Email

Phone

Address

City/State/Zip

Payment Information:

Please email me an invoice I have enclosed a check made payable to CCIC Please charge my credit card

Card type: Visa / MC / AmEx / Discover

Card Number

Exp. Date

Security Code

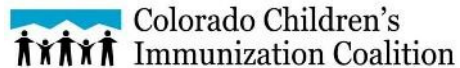
\$ _____
Total Sponsorship Cost

Thank you for helping us keep Colorado kids healthy!

Once we receive your completed sponsorship form, CCIC staff will contact you to discuss arrangements, attendees, sponsorship benefits and recognition.

We look forward to celebrating with you September 25!

Contact: Meredith Kersten at 720-777-1798 or
meredith.kersten@childrenscolorado.org



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Aurora, CO 80045

www.childrensimmunization.org & www.immunizeforgood.com

The Colorado Children's Immunization Coalition strategically mobilizes diverse partners and families to advance children's health through immunizations.