

Denver 2008 Convention Host Committee Corporate Sponsorship Packet

Denver 2008 Convention Host Committee

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DENVER
THE MILE HIGH CITY
2008



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An Invitation to Sponsors

Not since 1908 has a national convention been held in Denver. In 2008, the spotlight will again be on the Rocky Mountain West. This is truly a historic opportunity and rare experience that may only come once in lifetime. We hope you will choose to be a corporate sponsor and join other companies as we host our nation's Democratic Convention.

As part of a group of corporate sponsors, you will have the unique opportunity to reach 35,000 visitors traveling to Colorado including convention delegates, government officials, national business leaders, and the national and international media. In the months ahead, millions of television viewers, internet users and readers across the nation and around the world will be learning more about the upcoming convention and the Rocky Mountain West.

Beyond the extraordinary marketing and promotional exposure the convention offers corporate sponsors, through your participation you will demonstrate to your employees, business partners, customers and community at large that you support our democratic process and the importance of corporate citizenship.

As a corporate sponsor, you will be invited to exclusive forums and special events where you will interact with our state's and nation's government and business leaders.

By contributing financial resources to the convention activities, your organization will be proactively making a difference in a measurable and significant way. For all of us, what we get in life and in business is often in direct proportion to what we give. In financial terms, your sponsorship is an investment in the future.

-- Denver 2008 Convention Host Committee

A Once-in-a-Century Opportunity

For the first time in 80 years, neither an incumbent nor a sitting Vice President will be campaigning for the White House. The 2008 Presidential election will be historic and the international spotlight will be focused on Denver and the Rocky Mountain West for convention week as the Democratic nominee for President will be officially selected and introduced to the nation.

As a corporate sponsor for the Democratic National Convention, your organization will have the opportunity to be part of something bigger, something that will have a lasting impact on Colorado, the United States and the world as millions of people observe and participate in the convention to nominate the next Democratic nominee for President.

The importance of the Denver convention as the next step on the pathway to the White House is underscored by the historic nature of the 2008 election. This is an exciting time in politics and presents a unique opportunity to be part of history.

Convention Attendee Estimates

As a sponsor, you will have the opportunity to reach 35,000 visitors at the convention, including:

- 15,000 members of the national and international media who will broadcast this event to an international stage
- 232 Members of Congress
- 51 Senators
- 28 Governors
- More than 6,000 delegates and Super delegates attending 56 State Delegation Parties
- 14,000 other interested parties

Donation Levels

There will be various levels of sponsorship to accommodate local, state, national and corporate organizations who wish to contribute. The *Denver 2008* Convention Host Committee is a 501(c)6 Organization and contributions or gifts to *Denver 2008* Convention Host Committee are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses. Additionally, the *Denver 2008* Convention Planning Committee has an application under review by the Internal Revenue Service for 501(c)3 tax exempt organization designation.

- Presidential Level\$1,000,000
- Platinum Level\$500,000
- Gold Level\$250,000
- Silver Level\$100,000
- Mile High Plus\$52,800

In general, the higher the level of sponsorship the more prominence and better visibility for pre-convention marketing and on-site signage and product display. In addition, the number of credentialed event tickets, VIP access and other benefits increase as the sponsorship increases.

Special Benefits for Early Donors

In an effort to show our sincere appreciation to early donors, the *Denver 2008* Host Committee will offer to those who deliver contributions by December 1, 2007, preferred bookings for convention week hotel accommodations, and exclusive events with key business and government leaders, as well as special early donor recognition on Host Committee printed materials.

Our Commitment to the Environment “Greening” the 2008 Democratic National Convention

The *Denver 2008* Convention Host Committee aims to make the Democratic National Convention the “greenest” to date in planning, operations and activities. The West is on the cutting edge for renewable and alternative energy technologies and home to some of the nation’s finest research universities and facilities for these endeavors to help our country become more energy independent.

This convention presents a tremendous opportunity to educate the public about the importance of taking action in support of the environment and making simple, realistic and individual life choices that are environmentally conscious decisions.

The *Denver 2008* Convention Host Committee hopes to lead by example in this effort and environmental principles are weaved into every step of the planning process. As we plan for a convention that will showcase all that Denver and the Rocky Mountain West has to offer, the Host Committee is committed to doing its part in creating the “green” footprint for all future political conventions and is committed to being a part of one of the greenest political conventions in history.

Sponsorship Opportunities

Pre-Convention

- Invitations to events with elected leaders.
- Regular Convention Updates with *Denver 2008*.
- Quarterly events with Governor Bill Ritter, Senator Ken Salazar, Representative Diana DeGette, Mayor John Hickenlooper, Honorable Elbra Wedgeworth and Steven W. Farber.

Marketing and Promotional Opportunities

Marketing and Advertising

Your company brand/logo can appear on welcoming banners around the city, 35,000 delegate and media gift bags, information kiosks and more. Have your company brand on one or more of the State delegation parties, media events, volunteer events, hospitality suites and more.

Visitor Welcoming Booths/Kiosks

Denver 2008 wants to provide as much assistance to the media, delegates and elected officials as possible. To that end, the Host Committee will establish a series of Visitor Welcoming Booths/Kiosks at strategic locations throughout the city including hotels, transportation centers and tourist attractions.

Delegate and Media Gift Bags

Promote your company logo on 35,000 gift bags that *Denver 2008* will distribute to all convention delegates, alternates, guests and media.

Product in Delegate and Media Gift Bags

Promote your company's product in more than 35,000 delegate and media gift bags to be distributed to convention delegates, alternates, guests and media.

Welcome Banners

Through a massive decorative campaign, *Denver 2008* will undertake a citywide effort to welcome delegates, dignitaries and the media to the city during the Democratic National Convention. The Host Committee is pleased to offer your company the opportunity to sponsor welcome banners throughout the City of Denver during the convention period.

Website Recognition

Your company brand can appear on the official Host Committee website with your corporate logo linked to your website.

Outreach/Event Sponsorship Opportunities

Delegate Welcoming Parties

Be a Delegate Welcoming Party Sponsor. *Denver 2008* will host welcome parties for the 56 delegations and 6,000 Delegates, Super Delegates and alternates who will travel to Denver for the convention.

Media Outreach Opportunities

Sponsor the Media Kick-Off Party. *Denver 2008* will host a media party for the 15,000 members of the national and international media Saturday night prior to opening night of the convention. Your corporation will also receive prominent name recognition on pre-convention invitations and through highly visible signage at the event as well as in the media gift bags.

Volunteer Program Opportunities

Sponsor the Volunteer Kick-Off Reception. *Denver 2008* will host a volunteer party for 7,000 – 10,000 volunteers who will be working throughout convention week. Promote your corporate logo in the Volunteer Training and Materials, Corporate Team Program, Volunteer Uniforms, Volunteer Survival Fanny Packs and Courtesy Guides.

Conversation Series

Your company may co-host one of several Roundtable Conversations during the week of the convention on a topic to be determined. Take this rare opportunity to lead a substantive discussion on issues affecting your industry with executives; scholars; Federal, State and Local elected officials; and members of the national and international media.

Special Invitations and Credentials

Event Invitations

You will be invited to all official Host Committee sponsored events such as the State Delegate Parties, the Media Party, the Volunteer Kick-Off Reception and exclusive events with elected officials and high level decision makers. You will have priority access to state delegation receptions and other convention hospitality events. Certain exclusive events will be limited to our Presidential, Platinum and Gold level sponsors and early donors.

Convention Week

Please Note: Skyboxes, credentials and reservation availability will be determined in early 2008. ALL ATTEMPTS WILL BE MADE TO MEET SPONSOR REQUESTS.

Concierge and Special Services

Services

You will have access to prime venue space reserved for hospitality and entertainment during convention week, hotel rooms and VIP concierge services. First consideration will be given to our highest level contributors.

Donation Levels

Presidential Level - \$1,000,000+

Convention Week Benefits:

- VIP Access and credentials to the Pepsi Center for convention sessions, including access to hospitality suites at Pepsi Center and credentialed general tickets for convention sessions
- First consideration to reserve centrally located hotel rooms affiliated with convention activities
- First consideration to reserve premier Denver venue space for corporate hospitality events and receptions during convention week
- Invitations to private events with Colorado Governor Bill Ritter, Denver Mayor John Hickenlooper, U.S. Senator Ken Salazar, Congresswoman Diana DeGette, Honorable Elbra Wedgeworth and Steven Farber, the members of the *Denver 2008* Convention Executive Committee
- Invitations to all Host Committee-sponsored events (e.g., Media Welcoming Party, Volunteer Kick-Off Party and other Host Committee-sponsored convention week events)
- Recognition in all Host Committee publications (e.g., visitors guide, invitations, etc.) as a Presidential Level Sponsor
- Prominent placement on the official Host Committee website, which serves as the central information site and vendor directory for all 35,000 visitors to Denver

Marketing Opportunities: Choose one (1) of the following.

- Premier Sponsorship of the Media Party
Held on the Saturday preceding the convention with a guest list of approximately 15,000, the Media Party is the most coveted fete during convention week. As a Co-Presenter of the Media Party, your corporation will be featured prominently on all Media Party invitations, in all Media Party materials and at the Media Party itself.
- Sole Sponsor of the *Denver 2008* Convention Host Committee Official Volunteers
A massive undertaking, the Denver 2008 Convention will require the assistance of approximately 10,000 volunteers. As a Sole Volunteer Sponsor, you will have the exclusive opportunity to sponsor the Volunteer Kick-Off Party and to promote your corporation in volunteer materials and on the volunteer uniforms.
- Sole Delegate Gift Bag Sponsor
In the last weeks of August 2008, some 20,000 party delegates, guests, and alternates will descend on the metropolitan Denver area, all of whom will be provided with complimentary gift bags upon arrival to Denver. As the Sole Delegate Gift Bag Sponsor, your corporation's logo will figure prominently on the gift bags.
- Sole Media Gift Bag Sponsor
As the Democratic Party selects its presidential nominee, Denver will become the focal point for 15,000 members of the national and international media, all of whom will be provided with complimentary media bags. As the Sole Media Gift Bag Sponsor, your corporation's logo will figure prominently on the media gift bags.

Visibility Opportunities: Choose three (3) of the following.

- Place banners in prominent locations in Denver
- Place products with logo in delegate gift bags
- Place products with logo in media gift bags
- Sponsor ten (10) information booths at locations TBD
- Place corporate logo on hotel key cards for five (5) hotels*

* Hotel selection will be decided by the Host Committee in consultation with the sponsor.

Platinum Level - \$500,000

Convention Week Benefits:

- Credentialed general tickets for convention sessions
- Access to the *Denver 2008* Convention Host Committee Hospitality Suite at Pepsi Center
- Access to centrally-located hotel rooms affiliated with convention activities
- Access to premier Denver venue space for corporate hospitality events and receptions during convention week
- Invitations to private events with Colorado Governor Bill Ritter, Denver Mayor John Hickenlooper, U.S. Senator Ken Salazar, Congresswoman Diana DeGette, Honorable Elbra Wedgeworth and Steven Farber, the members of the *Denver 2008* Convention Executive Committee
- Invitations to all Host Committee-sponsored events (e.g., Media Welcoming Party, Volunteer Kick-Off Party, and other Host Committee-sponsored convention week events)
- Recognition in all Host Committee publications (e.g., visitors guide, invitations, etc.) as a Platinum Level Sponsor
- Prominent placement on the Host Committee website, www.DenverConvention2008.com, which serves as the central information site and vendor directory for all 35,000 visitors to Denver

Marketing Opportunities: Choose one (1) of the following.

- Presenting Sponsor of the Media Party
Held on the Saturday preceding the convention with a guest list of approximately 15,000, the Media Party is one of the most coveted fête during convention week. As a Presenting Sponsor of the Media Party, your corporation will be featured on all Media Party invitations, in all Media Party materials, and at the Media Party itself.
- Sponsor of the *Denver 2008* Convention Host Committee Official Volunteer Kick-Off Party
A massive undertaking, the Denver 2008 Convention will require the assistance of approximately 10,000 volunteers. As a Co-Volunteer Sponsor, your corporation will be featured prominently at the Volunteer Kick-Off Party.

Visibility Opportunities: Choose two (2) of the following.

- Place street banners throughout prominent locations in Denver
- Place products with logo in delegate gift bags
- Place products with logo in media gift bags
- Sponsor ten (10) information booths at locations to be determined
- Place corporate logo on hotel key cards for three (3) hotels*

* Hotel selection will be decided by the Host Committee in consultation with the sponsor.

Gold Level - \$250,000

Convention Week Benefits:

- Credentialed general tickets for convention sessions
- Access to the *Denver 2008* Convention Host Committee Hospitality Suite at Pepsi Center
- Invitations to private events with Colorado Governor Bill Ritter, Denver Mayor John Hickenlooper, U.S. Senator Ken Salazar, Congresswoman Diana DeGette, Honorable Elbra Wedgeworth and Steven Farber, the members of the *Denver 2008* Convention Executive Committee
- Invitations to all Host Committee-sponsored events (e.g., Media Welcoming Party, Volunteer Kick-Off Party, and other Host Committee-sponsored convention week events)
- Recognition in all Host Committee publications (e.g., visitors guide, invitations, etc.) as a Gold Level Sponsor
- Prominent placement on the Host Committee website, which serves as the central information site and vendor directory for all 35,000 visitors to Denver

Marketing Opportunities: Choose one (1) of the following.

- Presenting Sponsor of the Media Hospitality Lounge
As the Democratic Party selects its presidential nominee, Denver will become the focal point for 15,000 members of the national and international media. The Media Hospitality Lounge will be located at the Pepsi Center site and will serve as an exclusive gathering place for members of the media during the convention proceedings. As the Media Hospitality Lounge Host, your corporation will have the exclusive right to provide concessions furnishings.
- Sole Sponsor of the Host Committee Hospitality Lounge
As sole Sponsor of the Host Committee Hospitality Lounge, your corporation will have the exclusive right to provide concessions and furnishings in the Host Committee Hospitality Lounge for dignitaries, diplomats, the DNC, the DNCC, elected officials and honored guests.
- Presenting Sponsor of the Delegate Gift Bag
In the last weeks of August 2008, some 20,000 party delegates, guests, and alternates will descend on the metropolitan Denver area, all of whom will be provided with complimentary gift bags. As a Co-Sponsor of the Delegate Gift Bag, your corporation's logo will be featured on the delegate gift bags.
- Presenting Sponsor of the Media Gift Bag
Some 15,000 members of the national and international media will be provided with complimentary media gift bags. As a Co-Sponsor of the Media Gift Bag, your corporation's logo will be featured on the media gift bags.

Visibility Opportunities: Choose two (2) of the following.

- Place street banners throughout locations in Denver
- Place products with logo in delegate gift bags
- Place products with logo in media gift bags
- Sponsor five (5) information booths at locations to be determined

Silver Level - \$100,000

Convention Week Benefits:

- Credentialed general tickets for convention sessions
- Invitations to all Host Committee-sponsored convention week events (e.g., Media Welcoming Party, Volunteer Kick-Off Party and other Host Committee-sponsored events occurring each night during convention week)
- Recognition in all Host Committee publications (e.g., visitors guide, media guide, invitations, etc.) as a Silver Level Sponsor
- Prominent placement on the Host Committee website, which serves as the central information site and vendor directory for all 35,000 visitors to Denver

Marketing Opportunity:

- Presenting Sponsor of the Volunteer Kick-Off Party
A massive undertaking, the Denver 2008 Convention will require the assistance of approximately 10,000 volunteers. As a Presenting Sponsor, your corporation will be featured prominently at the Volunteer Kick-Off Party.

Visibility Opportunities: Choose one (1) of the following.

- Place street banners throughout locations in Denver
- Place products with logo in delegate gift bags
- Place products with logo in media gift bags
- Sponsor five (5) information booths at locations to be determined¹

¹ * Hotel selection will be decided by the Host Committee in consultation with the sponsor.

Mile High Plus - \$52,800

Convention Week Benefits

- Invitations to Host Committee-sponsored convention week events (e.g., Media Welcoming Party, Volunteer Kick-Off Party, and other Host Committee-sponsored events occurring each night during convention week)
- Recognition in all Host Committee publications (e.g., visitors guide, media guide, invitations, etc.) as a Mile High Plus Level Sponsor
- Prominent placement on the Host Committee website, which serves as the central information site and vendor directory for all 35,000 visitors to Denver

Marketing Opportunity:

- Visitor Guide Sponsorship: Place your corporate name and logo on the visitors guide, which will have a distribution of 35,000

Visibility Opportunities: Choose one (1) of the following.

- Place products with logo in delegate gift bags
- Place products with logo in media gift bags
- Sponsor five (5) information booths at locations to be determined

Additional Sponsorship Opportunities

- **Conversation Series:** \$250,000 - \$1,000,000 Plus
The 2008 Democratic National Convention promises to bring an unusual convergence of high-level lawmakers, members of the national and international media and prominent academics. As a sponsor of a Conversation Series, your corporation may host a roundtable “conversation” on a topic to be determined. Take this rare opportunity to lead a substantive discussion on issues affecting your industry with company executives, scholars, elected officials and members of the media.
- **Information Booths:** \$25,000/5 booths
Sponsor booths that answer general inquiries for convention guests throughout Denver at official convention hotels and transportation facilities.
- **Street Banners:** \$10,000/20 banners
Post street banners with your corporate logo on major roadways leading to the convention site.
- **Delegation Welcoming Parties:** Price to be determined based on delegation size
56 state delegations from around the country will travel to Denver for the convention. Your corporation will work with the Host Committee to host state delegations as they are welcomed to the Rocky Mountain West.
- **Hotel Key Cards:** Price to be determined based on hotel size.
Place your corporate logo on the key cards used by area hotels.
- **Visitor Guide Sponsorship:** \$40,000
Place your corporate name and logo on the visitors guide, which will have a distribution of 35,000.
- **Product Placement in Delegate and Media Gift Bags:** \$20,000 per product plus cost of product
Place a product in the Delegate and Media Gift Bags, which will be distributed to all 35,000 guests expected to travel to Denver for the convention.

Denver 2008 Convention Host Committee

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Denver, CO 80202
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Denver 2008 Convention Executive Committee

Governor Bill Ritter
Senator Ken Salazar
Congresswoman Diana DeGette
Mayor John Hickenlooper
Honorable Elbra Wedgeworth
Steven W. Farber, Esq.

Staff

Mike Dino, Chief Executive Officer
Melissa Koenigsberg, Chief Financial Officer
Paul Lhevine, Chief Operating Officer
Sondra Williams, Volunteer Coordinator
Mollie Brundage, Director of Development
Rachel Gordon, Press Liaison
Tyler Mounsey, Operations Coordinator

Subcommittees

- Budget Subcommittee
- Business Community Outreach Subcommittee
- City Events and Community Outreach Subcommittee
- Committee Coordinating Council
- Community Planning Subcommittee
- Delegate Services Subcommittee
- Denver International Airport Subcommittee
- Fundraising Subcommittee
- Greenprint Subcommittee
- Host Technology Infrastructure Subcommittee
- Hotels Subcommittee
- Labor Relations Subcommittee
- Organizational Outreach Subcommittee
- Safety and Security Subcommittee
- Statewide and Regional Marketing and Public Relations
- Transportation Subcommittee
- Volunteers Subcommittee