



*Benefiting the Colorado Children's Immunization Coalition*

Thursday, October 24, 2019 | 11:30 a.m. – 1 p.m.

History Colorado Center – Colorado Room

1200 Broadway, Denver, CO 80203

### About the Colorado Children's Immunization Coalition

Since 1991, the Colorado Children's Immunization Coalition (CCIC) has been essential in elevating the role vaccines play in preventing illness and promoting health for all of Colorado. As a statewide 501(c)3 nonprofit, *our mission is to strategically mobilize diverse partners and families to advance children's health through immunizations.*

We work with health care providers, public health departments, businesses, policy makers, and community organizations to fulfill our mission. By focusing on four core programming areas – coalition building, community outreach, provider education and public policy – the coalition leverages the strengths and resources of our members and community partners to maximize the effectiveness of our efforts. We do all of this without accepting funding from vaccine manufacturers and distributors.

### The 2019 Big Shots Supporting Little Tots Luncheon

The Big Shots Supporting Little Shots Fundraising Luncheon will offer ~250 attendees – including business leaders, policy makers, health care professionals and community advocates -- an opportunity to learn about CCIC and the value of childhood immunizations. Guests will also hear from special guest speaker Peter Hotez, MD, PhD, an internationally-recognized physician-scientist in neglected tropical diseases and vaccine development. Dr. Hotez is the founding dean of the National School of Tropical Medicine and Professor of Pediatrics and Molecular Virology & Microbiology at Baylor College of Medicine, as well as director of the Texas Children's Hospital Center for Vaccine Development. Dr. Hotez also authored *Vaccines Did Not Cause Rachel's Autism: My Journey as a Vaccine Scientist, Pediatrician, and Autism Dad* (2018).

### Why Sponsor CCIC?

CCIC's Big Shots Supporting Little Tots Luncheon provides you the opportunity to connect with the Colorado healthcare and business communities to build greater awareness and demonstrate your company's support of a vital cause: protecting children from vaccine-preventable disease.

Your investment will assist us in providing programs and services that support increased access to immunizations for all Colorado children, public awareness and information campaigns, educational events for health care providers, and policies that serve to keep Colorado kids healthy.

There are several different opportunities to choose from to help you meet your company's goals. Please use the table below as a basic guide to the types of advertising, public relations and community engagement opportunities afforded by each event sponsorship level.

# 2019 Sponsorship Levels & Benefits

| Sponsorship Benefit   | Presenting Sponsor<br>\$10,000 | Title Sponsor<br>\$5,000 | Supporting Sponsor<br>\$3,000 | Contributing Sponsor<br>\$1,500 |
|---|--------------------------------|--------------------------|-------------------------------|---------------------------------|
| Sponsor listed in event name ("Presented by...")  | X                              |                          |                               |                                 |
| Link on event webpage   | X                              | X                        | X                             | X                               |
| Recognition and logo on event-related marketing and promotional materials: invitations, emails, and social media posts      | X                              | X                        | X                             | X                               |
| Event tickets (10 seats per table)  | 15                             | 10                       | 5                             | 2                               |
| Recognition on overhead screen at event   | Logo                           | Logo                     | Name                          | Name                            |
| Logo placement on cocktail napkins (approx. 1,000) to be used at event  | X                              |                          |                               |                                 |
| Listing in event program/booklet  | Full Page Color                | 1/2 Page Color           | 1/4 Page Color                |                                 |
| Verbal recognition during event program   | X                              | X                        | X                             |                                 |
| Speaking opportunity during event program   | X                              |                          |                               |                                 |
| Photo opportunity + meet and greet with special guest speaker   | X                              | X                        |                               |                                 |
| Sponsor table at event and opportunity to display or distribute branded products or marketing materials as approved by CCIC | X                              |                          |                               |                                 |
| Mention in post-event press release   | X                              | X                        | X                             |                                 |
| Opportunity to add logo to attendee gifts for an additional fee (e.g. lanyards or commemorative soup bowls)                 | X                              | X                        |                               |                                 |

## Individual Sponsorship Opportunities

Individuals interested in supporting the Big Shots Supporting Little Tots Luncheon and introducing friends, colleagues and family members to CCIC and the life-saving power of immunization may purchase individual sponsorships. Individual sponsor tables will be marked by name (up to two names per sponsorship). *Please note this sponsorship level is reserved for individuals only and does not include marketing benefits. Organizations and corporations should refer to the above sponsorship levels and benefits.*

**Individual Sponsorship – Half Table (5 seats): \$500**

**Individual Sponsorship – Full Table (10 seats): \$1,000**

## Media Reach

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. 2,000 subscribers              |
| CCIC Website             | Avg. 8,000 visitors/month              |
| CCIC Facebook            | 1,350+ fans                            |
| CCIC Twitter             | 3,000+ followers                       |
| Post-Event Press Release | Distributed to ~12 local media outlets |
| Event Program/Booklet    | 250 printed programs                   |

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

# Sponsorship Commitment Form

To confirm your sponsorship, please complete the form below and send to [emily.clancy@childrenscolorado.org](mailto:emily.clancy@childrenscolorado.org) or mail to:

Colorado Children's Immunization Coalition, Attn: CCIC LUNCHEON  
13123 E. 16<sup>th</sup> Ave. B281 Aurora, CO 80045

## Sponsorship Level

- \$10,000 Presenting Sponsor                       \$5,000 Title Sponsor  
 \$3,000 Supporting Sponsor                       \$1,500 Contributing Sponsor

## Contact Information

Company: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Method

- \_\_\_ Check made payable to "Colorado Children's Immunization Coalition" (enclosed)  
\_\_\_ Credit card

Card Type: Visa / MC / AmEx / Discover

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Total Sponsorship Cost: \$ \_\_\_\_\_

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

The Colorado Children's Immunization Coalition is a 501(c)(3) nonprofit organization.  
Our Federal Tax ID Number is 84-1479975.

Keeping Colorado Kids Healthy!  
13123 East 16<sup>th</sup> Avenue, Box 281 • Aurora, CO 80045 • [ccicoffice@childrenscolorado.org](mailto:ccicoffice@childrenscolorado.org) • 720-777-5340  
[www.ChildrensImmunization.org](http://www.ChildrensImmunization.org)