



Terrell Davis' Salute The Kids Foundation 2012 Calendar Support Program

- 11.2% of people in Colorado live in poverty. (quickfact.census.gov)
- 13% of Colorado children live in poverty. (nccp.org)
- The number of children living in poverty has increased 85 percent since 2000, with more than 192,000 children living at or below the poverty level. (coloradokids.org - 2009)

“Salute The Kids Foundation” is offering a unique sponsorship opportunity!

The new 2012 promotional calendar features Terrell Davis' Salute The Kids Foundation and the Mile High Salute Bar-B-Que Sauce product. A significant portion of the proceeds earned from sales of this calendar and the sale of the sauce will benefit organizations directly supported by the Salute The Kids Foundation. Visit www.salutethekids.org for additional foundation information.



We are offering 12 exclusive sponsorship opportunities per printing. Each sponsor will have a customized marketing message present for an entire month on this full letter-sized wall calendar. In addition to the full month advertisement, each sponsor will have their logo and website present on the home page and also on the reverse side of each monthly page. Each page will feature full-color pictures and other pertinent information about events, fund recipients and information about the Foundation itself. The bottom portion will contain the calendar and your sponsorship message. The calendar will also be present online linked from the www.salutethekids.org website.

We will produce 20,000 copies per printing with distribution taking place at various business locations throughout the city as well as at all remaining Denver Bronco home games once the calendar is produced. You too will receive a quantity of these calendars for your own promotional distribution.

This is a limited opportunity for this exclusive advertising and sponsor support that will sell out fast, so please contact One Source Marketing as soon as possible: (720) 254-1676 or email us: <mailto:info@onemarketingsource.com>

Calendar Support Options

Bronze Package - \$1,750 ♦ Silver Package - \$ 3,500 ♦ Gold - \$ 6,500

Bronze Package — \$1,750

- The sponsorship of one month of the Calendar. On the page containing your month, you may include your logo, business overview, contact information, special offers or any other information you wish to incorporate. In addition, we will also provide a QR Code that will send users to your website, Facebook or Twitter page.
- Sponsor logos with link will be placed on a dedicated sponsors' page on the Terrell Davis website and the Foundation website.
- Banner and signage logo exposure at a special display area just outside the south entry gate at all remaining 2011 Broncos' home games - the Broncos state that 30,000 people pass by this booth for each game

The following options allow you to directly support the Foundation as well as take advantage of the Mile High Salute Bar-B-Que Sauce product.

Silver Package — \$3,500 - In addition to the benefits listed above:

- Ability to align yourself with the Foundation as an “Official Sponsor” or “Proud Sponsor” and use of the Salute The Kids Foundation Logo in your marketing materials with Foundation or One Source Marketing prior approval (Gold and Bronze sponsorship only)
- Provide \$1,750 directly to the Foundation in the form of a Bar-B-Que Sauce purchase. This non profit foundation accepts donations through the direct purchase of the sauce and with your purchase of your of approximately 435 bottles of Sauce, you have 3 options.
 1. Take possession of the Sauce for your own use.
 2. Donate the Sauce to a charity of your choice.
 3. Allow the “Salute The Kids Foundation” to donate or use the sauce purchase in any manner they see fit as a charitable donation.

Gold Package — \$6500 - In addition to all the benefits listed above:

With this program, you can take advantage of the complete sponsorship package being offered, including our Social Media marketing services for your business, provide needed funding to the Foundation in the form of a Bar-B-Que Sauce purchase, and sponsoring a page on the Calendar. Best value as this offer saves you \$250 on the a la carte pricing.