



DENVER FOR DARFUR & PROJECT C.U.R.E. VIP PRE-SHOW EVENT

TUESDAY, AUGUST 26TH WILLIE NELSON CONCERT AT RED ROCKS
DURING THE WEEK OF THE DEMOCRATIC CONVENTION



Photo by hdptcar

IN THE MIDST OF TERRIBLE VIOLENCE AND GENOCIDE, THE PEOPLE OF THE DARFUR REGION IN SUDAN ALSO FACE A DESPERATE SHORTAGE OF MEDICAL SUPPLIES. THAT'S WHY DENVER FOR DARFUR HAS PARTNERED WITH PROJECT C.U.R.E. FOR AN EXCLUSIVE VIP EVENT BEFORE THE AUGUST 26TH WILLIE NELSON CONCERT AT RED ROCKS DURING THE WEEK OF THE DEMOCRATIC NATIONAL CONVENTION.

BE A PART OF THE SOLUTION AND TELL THE WORLD YOU CARE BY SPONSORING THIS VIP EVENT.

PROJECT C.U.R.E., AN INTERNATIONALLY RECOGNIZED DENVER-BASED NONPROFIT, COLLECTS DONATED MEDICAL SUPPLIES FROM ACROSS THE COUNTRY AND ONLY HAS TO PAY SHIPPING COSTS. THAT MEANS THAT FOR EVERY \$1 DONATED, PROJECT C.U.R.E. CAN DELIVER \$20 WORTH OF MEDICAL SUPPLIES TO DARFUR.

ALSO DURING THE WEEK OF THE DEMOCRATIC CONVENTION, PROJECT C.U.R.E. WILL HOST A SMALL PRIVATE RECEPTION FOR A NUMBER OF AFRICAN AMBASSADORS. ONLY PROJECT C.U.R.E.'S MOST GENEROUS DONORS WILL HAVE ACCESS TO THIS EVENT.

OVERVIEW

OBJECTIVES

- ④ Generate awareness and educate key audiences about the issues facing the people of Darfur region of Sudan.
- ④ Raise money to deliver medical supplies & equipment to hospitals and clinics in Darfur through PROJECT C.U.R.E.

GOALS

- ④ Sellout the 08.26.08 VIP reception at Red Rocks through ticket sales and sponsorships
- ④ Raise enough money to deliver \$1 million worth of medical supplies & equipment to hospitals and clinics in Darfur through PROJECT C.U.R.E.

KEY AUDIENCES

- ④ Business and Community Leaders of Colorado
- ④ National Businesses, Celebrities, and Corporations in town for the Democratic National Convention
- ④ University Faculty/University Students
- ④ Local, National and International Media
- ④ Key Audiences from PROJECT C.U.R.E. including volunteers, donors, etc.

SPONSOR LEVELS

Title Sponsor---\$40,000

The name of the corporation or individual will appear in the phrase, "Presented by _____" (along with your logo) on any invitation, advertisement and/or media release, plus:

- Delivers two 40 ft containers of medical supplies and equipment worth almost \$800,000 (wholesale average) to hospitals in Darfur
- 20 tickets to the 08.26.08 VIP pre-show event and Willie Nelson Concert at Red Rocks Amphitheater
- 10 tickets to the African Ambassadors event
- One person to make remarks and introduce Project C.U.R.E. President/CEO at both the VIP pre-show event and African Ambassadors event
- One Corporate Booth, placed next to registration booth when guests first arrive
- Your corporate name and logo on the featured online ticket buying page
- Signage at the events available to include banner on the podium
- Welcome sign at the VIP reception with your corporate name and logo
- PROJECT C.U.R.E. website exposure with logo on Events page. (Minimum of six months)
- Upon arrival of the containers in Darfur, banners with your corporate name and logo will hang in each of the containers -
- Photos of the containers will include the banners
- Gift Certificates to Sushi Den

Container Sponsor---\$20,000

- Delivers one 40 ft. container of medical supplies and equipment worth approximately \$400,000(wholesale average) to Darfur
- 12 tickets to the 08.26.08 VIP pre-show event and Willie Nelson Concert at Red Rocks Amphitheater
- 6 tickets to the African Ambassadors event
- One Corporate Booth, placed next to registration booth when guests first arrive
- Your corporate name and logo on the featured online ticket buying page
- Signage available at the events to include banner on the podium

- Welcome sign at the VIP reception with your corporate name and logo
- PROJECT C.U.R.E. website exposure with logo on Events page. (Minimum of six months)
- Recognition, your logo, and thanks on event invitations, website, event materials, and media materials
- Upon arrival of the containers in Darfur, banners with your corporate name and logo will hang on your donated container
- Photos of the containers will include the banners
- Gift Certificates to Sushi Den

Pallet Sponsor---\$6,000

- Delivers 12 pallets of medical supplies and equipment worth approximately \$120,000 (wholesale average) to Darfur
- 8 tickets to the 08.26.08 VIP pre-show event and Willie Nelson Concert at Red Rocks Amphitheater
- 4 tickets to the African Ambassadors event
- Signage at the events available for one banner
- Recognition, your logo, and thanks on both event invitations, website, event materials, and media materials
- Gift Certificates to Sushi Den

VIP Event Sponsor---\$3,000

- Delivers 6 pallets of medical supplies and equipment worth approximately \$60,000 (wholesale average) to Darfur
- 6 tickets to the 08.26.08 VIP pre-show event and Willie Nelson Concert at Red Rocks Amphitheater
- 2 tickets to the African Ambassadors event
- Signage at the VIP pre-show event available for one banner
- Recognition, your logo, and thanks on VIP pre-show event invitations, website, event materials, and media materials

Please let us know if you're interested in becoming a sponsor by contacting either Brittany Morris at (303) 592-5458 or via email at bmorris@crlassociates.com, or Claire Cunningham with Project C.U.R.E. at (720) 490-4000 or via email at clairecunningham@projectcure.org.