

## Colorado Channel Authority

Fundraising Subcommittee

June 22, 2010 10:00am

World Trade Center

1625 Broadway St 27<sup>th</sup> Floor

**"City Conference Room."**

Attendees: Representative Benefield, Senator Steadman, Laura Hoepfner, Deb Lastowka, Joel Azrikan, and Micki Hackenberger

### 1. Fundraiser: Luncheon on Nov 4<sup>th</sup> 2010. Target amount to raise: **\$100,000** to **expand to Committee Rooms**

#### a. **Location** - Food and Decorations *Confirm place - Do we need to tour venue again? Will it be big enough?*

1. Union Station – Will not work for a lunch because during the day the area is filled with employees, clients, etc.
2. CADA – May not be big enough to seat individuals for lunch but Micki will still inquire
3. Hotels
  - Warwick – Laura H. to inquire
  - Brown Palace - Micki to inquire
  - Sheraton – Laura H. to inquire
4. Art Museum – Sen. Steadman to inquire
  - Masonic Temple (they would have to cater) – Micki to inquire
  - 17<sup>th</sup> and Sherman – Micki to inquire

Notes: Need to fit up to 250-300 people for a seated lunch (approx. 25 tables). A buffet would probably take too long for people to get situated. This event will be recorded (with the shooting and editing being covered by the add'tl content budget.). Members of the Board and Legislature will not need to pay for their seat. Their seat will be covered by the CCAB (approx. cost is \$30 per seat.)

#### b. **Invites** - *Electronic "save the date"-Who is on invite list & when should it be emailed. Also, paper invites- when will this be drafted & sent, and when are invite lists due to Sen. Cadman for mailing?*

- i. Lists – Everyone to develop their own lists for the “save the date” e-mailings and handle their own e-mailings. Target is one hundred people per each board member.
- ii. Save the Date – Out by the end of July. Sharee (OMF’s graphic designer) will create Save the Date postcards to be mailed electronically. Deb to confirm text and any design requests with the Fundraising Sub-Committee. Deb to create an online registration on the OMF site to capture ticket sales.

iii. Invite – This will be a much more targeted list (than the e-mailings), for individuals who require a printed invitation.

c. **Sponsorships** - *Discussion about how much sponsors should be requested to give, what the different levels of giving are, and what the acknowledgment will be for the different levels- bring these suggestions to the Board for approval. Suggestions for acknowledgment were: announcements at the event, logos printed in event program, and if the event is filmed, sponsors can be added to the credits.*

i. Levels:

1. Gold Dome- \$25,000 – Mention in printed program, signage on table (plus inclusion on any additional signage); seated with newly-elected legislative leadership; quick interview with sponsor to be included in the event video; sponsor logo included in the event video; recognition on CO Channel website; photo included\*; Up to 20 tickets included.
2. Marble-\$10,000 - Mention in printed program, signage on table (plus inclusion on any additional signage); seated with legislators; sponsor logo included in the event video; recognition on CO Channel website; photo included\*; Up to 15 tickets included.
3. Granite-\$5,000 - Mention in printed program, signage on table (plus inclusion on any additional signage); seated with legislators; recognition on CO Channel website; photo included\*; Up to 10 tickets included
4. Brass-\$2,500 Table – Mention in printed program, signage on table (plus inclusion on any additional signage); seated with legislators; Up to 5 tickets included.
5. Seat-\$100 – Attendance

\* We still must define what this means, and how it will be organized/executed

d. **Program** - *What will happen when?*

Potential celebrity (media) to serve as MC: address the new leadership; thank the sponsors; talk about the mission of the channel, where we have been and where we would like to go. Other programmatic ideas/concerns to be fleshed out at the next meeting.

Add'tl notes: Sen, Steadman to check-in with Jennifer Gilroy regarding Amendment 41; Deb to do some research around what is appropriate to air on the channels (in terms of underwriting); Laura H. to email Joel about a potential printer.