

CLAWS FOR A CAUSE

The 35th Annual Steak & Lobster Sale
benefiting Angel Eyes

MAY 19, 2012
& JUNE 16, 2012



SPONSORSHIP
PROPOSAL

angel eyes

Child Loss Awareness

EVENT OVERVIEW

"Making a difference never tasted so good!" For over three decades, the *Claws for a Cause* fundraiser has given many Coloradans an excuse to celebrate with their families, friends and neighbors while supporting a great cause – child loss awareness. Festivities range from small intimate dinners to large parties held in backyards or parks with hundreds of people. Many parties take a few moments to share with the guests the mission of Angel Eyes and encourage support.

Live 1.25 lb lobsters, frozen tails, as well as filet mignon steaks and 1/3 lb burgers are pre-ordered and then delivered to various sites throughout the state. The first sale has a pick up date on May 19, 2012 and the sites are in the Denver Metro area. The second sale has a pick up date on June 16, 2012 and the sites expand to locations throughout Colorado including Colorado Springs and the mountain communities.

This is one of the longest running special events in Colorado, and it continues to grow. Approximately 150 to 200 volunteers help make this event happen. Thousands of individuals participate throughout the state. All of the net proceeds from *Claws for a Cause* support Angel Eyes – a Colorado based nonprofit devoted to child loss awareness.

EVENT FORMAT

Claws for a Cause is a day long event that happens once in May and once in June. Participants pre-order 1.25 lb live lobsters, frozen lobster tails, filet mignon steaks and 1/3 lb. burgers, then pick up their order at a chosen pick up site.

- Saturday, May 19, 2012, from 10:00 AM – 11:00 AM, participants can pick up their orders at one of 12 sites, including: Arvada, Aurora, Boulder, Brighton, Denver, Englewood, Evergreen, Highlands Ranch, Lakewood, Greenwood Village, Southwest Littleton or Wheat Ridge.
- Saturday, June 16, 2012, from 9:30 AM – 2:00 PM, participants can pick up their orders at one of ten sites, including: Denver, Colorado Springs, Fraser, Littleton, Pagosa Springs, Rifle, Trinidad, or Wheat Ridge.

The live lobsters should be cooked on the day they are picked up, so most of the parties and dinners occur on Saturday, May 19, 2012, or June 16, 2012.

ANGEL EYES OVERVIEW

Angel Eyes, formerly The Colorado SIDS Program was incorporated in 1981 and has since been faithfully serving the Colorado community. Angel Eyes underwent a strategic planning process where it opted to expand its mission, effective January 1, 2008, to provide a comprehensive array of bereavement counseling, risk reduction education and awareness services concerning Sudden, Unexpected Infant Death (SUID) which includes but not limited to SIDS, and Sudden, Unexpected Death in Childhood (SUDC).

Mission Statement: Helping families and others cope with the sudden, unexpected death of an infant or toddler, while raising awareness, providing education and supporting research regarding sudden, unexpected infant and toddler death.

Our core values:

- Counseling and Support – Offer compassionate and professional bereavement counseling and support services at no charge to families, caregivers and others who are impacted by the sudden, unexpected death of an infant or toddler.
- Education and Awareness – Bring awareness and risk reduction education to the Colorado community.
- Research – Support efforts to reduce the incidence of infant and toddler deaths. Maintain statistical data that is available and of value to researchers.

Angel Eyes is the only statewide organization offering short and long term professional bereavement counsel-

ing to families who have been impacted by the sudden, unexpected death of a child. Skilled bereavement/ grief counseling can have an enormous impact on parents' ability to cope with their grief successfully. Like grief itself, counseling has numerous dimensions and should take place over time. Angel Eyes understands that grief is a painful, lifelong process and we are available for parents every step of the way, no matter how long it takes.

MARKETING & PUBLIC RELATIONS

Angel Eyes will launch a marketing campaign for *Claws for a Cause* in the Denver Metro Area, as well as the mountain communities, surrounding our pick up locations. The effort will come from the Angel Eyes Board of Directors and *Claws for a Cause* volunteers dedicated to this event.

Tools

- The Angel Eyes website (www.angeleyes.org) will highlight *Claws for a Cause*, with information about donating to the cause - "child loss awareness", sponsoring the event and purchasing lobsters, steaks and burgers, as well as lobster related merchandise.
- Collateral materials for the event, including but not limited to:
 - registration brochures mailed to over 10,000 households,
 - posters announcing the sale distributed to locations near pick up sites, and
 - event updates and reminders via email-blasts and social networking sites.

Outreach for Participants/Donors

- Utilize a proactive approach to reach out to past participants.
- Infiltrate community centers, churches, homeowner's associations, etc. to recruit new participants.

Media Relations

- Angel Eyes is working to establish collaborative relationships with major media outlets in Denver and the mountain communities, as well as selected national consumer publications and broadcast outlets; including but not limited to television, radio, newspaper, magazine and internet outlets.
- Additionally, it is important to keep the education and awareness information about sudden infant and toddler deaths at the forefront of the Colorado community. We not only seek media for event coverage, but also coverage regarding the cause of the event - "child loss awareness."

2011 CLAWS FOR A CAUSE SPONSORS

Whopper Lobster Sponsors

- American National Bank

Lobster Sponsors

- Alpine Printing
- C&D Services, Inc.
- Collectors Odyssey Antiques at the Brass Armadillo Antique Mall
- InstaKey Security Systems
- Morgan & Cunningham
- Steamboat Resorts

In-Kind Sponsors

- Alpine Lumber Co.
- Starwest Productions

SPONSORSHIP BENEFITS

Premier Surf 'n Turf Sponsor

\$5,000

Promotional Materials

- Inclusion of sponsor logo, recognition as the Premier sponsor on the Angel Eyes website page dedicated to *Claws for a Cause*.
- Inclusion of sponsor logo, recognition as the Premier sponsor on all email-blasts to past and potential new participants.
- Inclusion of sponsor logo, recognition as the Premier sponsor on *Claws for a Cause* order brochures (if sponsorship is received by 3/23/12).
- Inclusion of sponsor logo on all additional print advertising and any other promotional materials used the day of the event.
- Sponsor logo prominently displayed at all 12 pick up sites on May 19th and all 10 pick up locations on June 16th (if sponsorship is received by 5/7/12).

Public Relations

- Recognition as the Premier sponsor in press releases to local and regional media outlets.
- Complimentary Surf 'n Turf dinner for eight (8 live lobsters, 8 filet mignon steaks and 2 premium bottles of wine).

Marketing Opportunities

- Insertion of sample products or marketing materials with participant receipt.
- Display of sample products of marketing materials at key pick up sites.

King Crustacean Sponsor

\$2,500

Promotional Materials

- Inclusion of sponsor logo, recognition as the King Crustacean sponsor on the Angel Eyes website page dedicated to *Claws for a Cause*.
- Inclusion of sponsor logo on all email-blasts to past and potential new participants.
- Inclusion of sponsor logo on *Claws for a Cause* order brochures (if sponsorship is received by 3/23/12).
- Inclusion of sponsor logo on all additional print advertising and promotional materials.
- Sponsor logo displayed at all 12 pick up sites on May 19th and all 10 pick up locations on June 16th (if sponsorship is received by 5/7/12).

Public Relations

- Recognition as a sponsor in press releases to local and regional media outlets.
- Complimentary Surf 'n Turf dinner for four (4 live lobsters, 4 filet mignon steaks and 1 premium bottle of wine).

Marketing Opportunities

- Insertion of sample products or marketing materials with participant receipt.

Whopper Lobster Sponsor

\$1,000

Promotional Materials

- Inclusion of sponsor logo on the Angel Eyes website page dedicated to *Claws for a Cause*.
- Inclusion of sponsor logo on all email-blasts to past and potential new participants.

- Inclusion of sponsor logo on *Claws for a Cause* order brochures (if sponsorship is received by 3/23/12).
- Inclusion of sponsor logo on all additional print advertising and promotional materials.
- Sponsor logo displayed at all 12 pick up sites on May 19th and all 10 pick up locations on June 16th (if sponsorship is received by 5/7/12).

Public Relations

- Recognition in press releases to local and regional media outlets.
- Complimentary Surf 'n Turf dinner for two (2 live lobsters & 2 filet mignon steaks).

Marketing Opportunities

- Insertion of sample products or marketing materials with participant receipt.

Lobster Sponsor

\$500

Promotional Materials

- Inclusion of sponsor name on the Angel Eyes website page dedicated to *Claws for a Cause*.
- Inclusion of sponsor name on *Claws for a Cause* order brochures (if sponsorship is received by 3/23/12).
- Sponsor name displayed at all 12 pick up sites on May 19th and all 10 pick up locations on June 19th (if sponsorship is received by 5/7/12).

Public Relations

- Complimentary dinner for two (choice of 2 lobster tails or 2 filet mignon steaks).

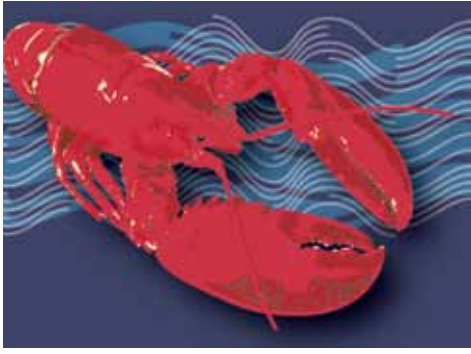
Marketing Opportunities

- Insertion of sample products or marketing materials with participant receipt.

Please contact us if you would like to sponsor *Claws for a Cause* at a level not mentioned above. We are happy to create a sponsorship package/level that will accommodate your needs.

CONTACT INFORMATION

For information regarding sponsorships and/or *Claws for a Cause*, please contact Jenny Young, Executive Director at 303-320-7771 or jenny@angeleyes.org.



CLAWS FOR A CAUSE SPONSOR AGREEMENT

Name of Company, Organization or Individual _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone # _____ Fax # _____ Email _____

Sponsorship Levels

Premier Surf 'n Turf Sponsor (\$5,000)

King Crustacean Sponsor (\$2,500)

Whopper Lobster Sponsor (\$1,000)

Lobster Sponsor (\$500)

I will pick up my lobsters and/or steaks on:

Saturday, May 19, 2012 (10 - 11 am) OR Saturday, June 16, 2012 (10 - 11 am)

Payment (due by March 23, 2012 to be included in the registration brochure)

Check Enclosed (please make payable to Angel Eyes, Tax ID #74-2159335)

Credit Card Payment -- Amount \$ _____

VISA

AMEX

MasterCard

Discover

Card # _____ 3-Digit Code _____ Exp. Date _____

Name on Card _____ Signature _____

Mail this form to:
Angel Eyes, Attn: Claws for a Cause
425 South Cherry Street, Suite 560
Denver, Colorado 80246

OR

Fax this form to:
303-320-7827
Attn: Jenny Young