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# SPONSORSHIP PACKAGE

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[csladiesevents.com](http://csladiesevents.com)



Colorado Springs Ladies Events  
102 S. Nevada, Colorado Springs, CO 80903  
(719) 631-2753  
csladiesevents@gmail.com  
csladiesevents.com

## LETTER FROM OUR DIRECTOR

Dear Friend,

In August 2006, I was working full time thoroughly enjoying everything that came with my job. However, my body had other plans. In January 2007, I had to leave my job and was soon placed on disability. This began years of struggle, lost friendships, doctors, medications, and years of depression. Here, I was a person who enjoyed the challenges of working and was no longer able to do what I loved.

My mother realized I needed a place where I could still make a difference, find new friends and be able to help on my own time. She was right! The group at the time, in 2007, was a ladies Red Hat organization in Colorado Springs. I felt needed and had time to work on things when I felt healthy. Eventually, the group changed along with the name, the direction, and the director. We are now Colorado Springs Ladies Events and as of March 2022, we are a non-profit 501(c)(3) organization recognized as a 502(a) public charity.

Since my health changed, I have realized that I have been very lucky. Many people who are unable to work or work with pain try to apply for disability and never receive it. Several of these people can end up needing assistance, possibly even homeless and where does that leave their children? This is one of the reasons I believe in the power of helping others. My goal of making Colorado Springs Ladies Events a non-profit was to teach the ladies there are so many needs in our community. I believe in the fact of helping our local community before we can help others around the country or world. We believe in *"Empowering the Community!"*

The organization has always donated to local charities; however, we can expand on our program. Our goal is to impact as many local charities as possible through fundraising and sponsorships. This is where you come in. We would be honored to have you as a Corporate Sponsor. As a sponsor, you will receive various benefits and positive media attention from your association with Colorado Springs Ladies Events and the events we attend.

Warm regards,



**Michelle Alt**  
DIRECTOR

## **Mission Statement**

The mission of Colorado Springs Ladies Events is to partner with local Colorado Springs charities and raise funds or material goods for their organization through fundraising and annual events.

We believe in “Empowering the Community!”

## **Vision Statement**

Supporting local charities one at a time with volunteers through sponsored and fundraising events.

## **Goal Statement**

Our goal is to raise awareness.

## **Sponsorship**

We DO NOT accept every company that applies to become a sponsor. Sponsorship opportunities are reserved for qualified companies and individuals who will help further the mission and purpose of Colorado Springs Ladies Events.

Sponsors must maintain company or product integrity and standards with a commitment to community and service. Sponsorship opportunities require a donation because it allows us to sustain and develop new programs and services.

The benefits of sponsorship reach beyond the initial recognition. As a sponsor, you and/or your company are acknowledging a shared idea for our community by helping to shape our mission, vision, and goal.

As a sponsor, you receive the following benefits with all levels of sponsorship:

- The opportunity to build rapport within the local community.
- The opportunity to generate new partnerships.
- Community involvement and giving back
- Distribution of samples
- Brand awareness and recognition
- Exposure to help promote your business or brand
- Tax deduction and write off business expenses (within the IRS' definition of \*1"qualified sponsorship payments")

We appreciate your helping us shape the vision and lives of our Colorado Springs community!

\*1<https://www.irs.gov/charities-non-profits/advertising-or-qualified-sponsorship-payments>

Or

See next page for a short list from the National Council of Non-Profits

# CORPORATE SPONSORSHIP:

Charitable contribution or taxable income?



### Examples of non-taxable ACKNOWLEDGEMENTS

1. Featuring the sponsor's name and logo in printed media, on a nonprofit's website, or on a banner at an event.
2. Posting a link that takes the viewer only to the sponsor's home page – not to a page where a product or service is marketed or sold.
3. Displaying or distributing free samples of a sponsor's products at a nonprofit's event, as long as the nonprofit does not endorse the product/service.
4. Inviting corporate sponsors to special events, such as a dinner or reception, as long as the monetary value of the event is not more than 2% of the corporate sponsor's payment to the nonprofit.



### Examples of taxable "SUBSTANTIAL BENEFIT"

1. Promising the for-profit that it will be the "exclusive" provider of products or services in return for sponsorship.
2. Providing a link from the nonprofit's website to the page of a sponsor's website where products are sold, or listing the phone number where the products or services can be ordered.
3. Endorsing the sponsor, or inducing others to buy the sponsor's products or services.
4. Giving more than token services or other privileges to the sponsor, such as tickets to an event or lavish receptions (!) if value to sponsor exceeds 2% of sponsor's payment to the nonprofit.
5. Making sponsorship payments contingent upon how many people attend the nonprofit's event.


















**NATIONAL COUNCIL OF  
NONPROFITS**

National voice. State focus. Local impact.

This graphic does not constitute legal advice! The tax treatment of corporate sponsorship income should be discussed with your nonprofit's CPA or legal advisor. Please see [www.councilofnonprofits.org](http://www.councilofnonprofits.org) for more information on corporate sponsorships.

## Levels of Sponsorship

The following benefits are included with our sponsorship levels as listed:

| SPONSORSHIP LEVELS  | Bronze<br>\$250   | Copper<br>\$500   | Silver<br>\$1,000   | Gold<br>\$2,500   | Platinum<br>\$5,000   |
|---|---|---|---|---|---|
| Honorable mention of sponsorship during all media and press interviews. Includes all print, radio, and TV advertisements.<br><br>Banner Placement and Promotional material at select CSLE events. |   |   |   |   |    |
| Product sampling and promotional advertising at selected CSLE events.   |   |   |   |  |  |
| Logo (only) placement and recognition on all promotional materials, correspondence.   |   |   |  |  |  |
| Sponsorship recognition with logo (only) and home weblink placement on the CSLE website and social media outlets.   |   |  |  |  |  |
| Company name placement and recognition on CSLE social media outlets and any upcoming promotional material.  |  |  |  |  |  |

## Sponsorship Form

Please use the following form to become a sponsor of the Colorado Springs Ladies Events in support of our local community. \*If you are a company or individual who wishes to remain anonymous, please fill out your name and address for tax purposes, but in the acknowledgement line, please put anonymous. We will make sure not to disclose your name.

Sponsorship Fiscal Year 2022 (2022 – Dec 31, 2023)

Sign-up by Dec 31, 2022

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

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

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

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

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

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

\*Who should be acknowledge for the contribution? \_\_\_\_\_

*Sponsorship Level: (Please Circle One)*

**Bronze \$250**

**Copper \$500**

**Silver \$1,000**

**Gold \$2,500**

**Platinum 5,000**

Please return the completed form and make your check payable to: Colorado Springs Ladies Events  
102 S. Nevada St., Ste 1100  
Colorado Springs, CO 80903

CSLE is a non-profit 501(c)(3) organization. Contributions are tax deductible. Our tax I.D. number is 88-1038442.

## **Donations**

We realize that some companies and individuals may not have the resources to contribute as a sponsor. That does not mean that you can't donate. Still want to make a contribution? We appreciate your support, and we know, we couldn't do it without you!

### **Donate with a Check**

Please make checks payable to *Colorado Springs Ladies Events* and mail your tax-deductible contribution to:

Colorado Springs Ladies Events  
102 S. Nevada St., Ste 1100  
Colorado Springs, CO 80903

### **Donate with a Credit Card**

Please visit our website [csladiesevents.com/donate](http://csladiesevents.com/donate) to donate securely. You can make a one-time, monthly, quarterly, or yearly donation.

### **Other Donations**

Please contact us at (719) 631-2753 to make arrangements for other non-monetary donations and contributions.

Thank you!

*Colorado Springs Ladies Events is a non-profit 501(c)(3) organization. All contributions made are tax deductible. Our tax I.D. number is 88-1038442.*