

28TH **WINE IN THE PINES** FROM KEYSTONE WITH LOVE



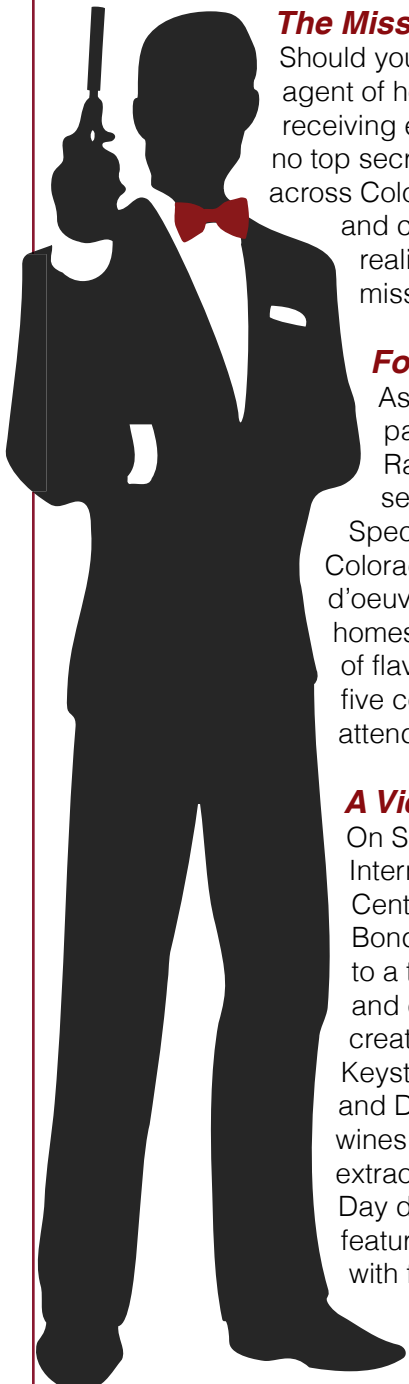
Benefiting CP of Colorado

Oct. 21 & 22, 2011

Keystone, Colorado

Wine... Good Wine.

Please join us, James Bond style, for an action-packed celebration of international intrigue and glamour as Cerebral Palsy of Colorado presents the 28th Annual Wine in the Pines.



The Mission:

Should you choose to sponsor Wine in the Pines, your organization will become a special agent of hope and opportunity to the over 39,000 children, individuals and families receiving education, employment and family support services at CP of Colorado. There's no top secret to the sixty-five years of service that CP has been providing to people across Colorado. Armed with your generous support, CP of Colorado is able to carry out and continue its mission of helping people with disabilities and other challenges realize their full potential. Making a difference begins with action. Make it your mission to sponsor Wine in the Pines today!

For Your Eyes Only

As a sponsor, your adventure will begin on Friday evening with the exclusive patron/sponsor party—the legendary Winemaker's Dinner at the Keystone Ranch Restaurant. Those privileged enough to attend the dinner will immediately see why The Keystone Ranch is a AAA, Four Diamond™ restaurant, Wine Spectator DiRoNa winner, and has been recognized as the Best Restaurant in Colorado by the prestigious Zagat Survey®. Start with fine champagne and hors d'oeuvres by the fireplace in the warm, rustic elegance of this original 1930's ranch homestead. Genius Head Chef Jason Kassib will demonstrate an exquisite balance of flavors and textures paired with exquisite Girard reserve wines and a spectacular five course dining experience fitting of the sophisticated and suave agents in attendance.

A View to a Thrill

On Saturday, the grand ballroom doors will once again open to the renowned International Wine and Gourmet Food Tasting at the Keystone Conference Center. Throughout the Bond themed venue, debonair secret agents, spies, Bond beauties, femme fatales and maybe even a few villains will bear witness to a thrilling evening of intrigue, entertainment and culinary indulgence. Join us as we savor creations from AAA Four Diamond restaurants Keystone Ranch, Alpenglow Stube, Ski Tip Lodge and Der Fondue Chessel, plus 500 international wines. In addition to the savory cuisine, extraordinary wines and the irresistible Die Another Day dessert spread, Wine in the Pines will also feature live and silent auctions, and an after party with fabulous music and dancing.



A few of the attendees at the Winemaker's Dinner
Tom and Linda Bandy, Kathy and Jim Leiser, Liz and Bill Stenzel

WINE IN THE PINES

A FAMILY AFFAIR

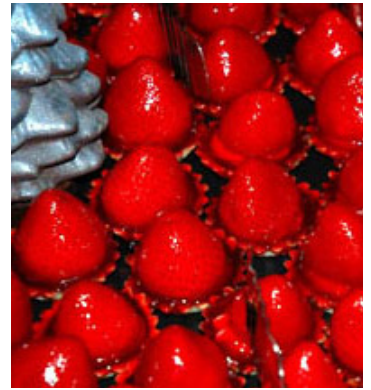


Wine in the Pines was founded 28 years ago by Mike and Margaret Smith, owners of Dillon Ridge Liquors in Summit County. Their vision was to create an event to help people like their daughter Kelly, who has Cerebral Palsy. Cerebral Palsy of Colorado in Denver houses the Kelly Smith Employment Center named after Kelly. The center helps everyone, regardless of ability, reach their potential through job training, benefit planning and other services at no cost for those who cannot pay.

The Kelly Smith Employment Center reached over 4,000 people with disabilities across the state of Colorado last year. Over 2,800 people have received case counseling and information services regarding social security benefits and returning to work, and over 1,000 annually received intensive case management around benefit planning issues and work. Additionally, over 300 people have been reached by a skilled job placement team with over 100 people signing up for services to date. The youth mentoring program served over 45 youth from three different Denver area schools. Over 55 youth were actively recruited for the program with 45 youth entering and completing the program.

Statewide, Cerebral Palsy of Colorado serves over 39,000 people with a wide variety of abilities through early education, family support and referral services and the employment program. Today, the entire Smith family, including son Mike Smith Jr., wife Diane, daughter Dena Krenik, husband Dave Krenik and honoree Kelly Smith host the premier wine and culinary event. The event draws up to 1,000 people, all there to enjoy reserve wines, exquisite cuisine and to benefit the well respected non-profit, Cerebral Palsy of Colorado. Wine in the Pines generates \$150,000 to \$200,000 a year, specifically for The Kelly Smith Employment Center. Please visit www.cpco.org to learn more.

WINE IN THE PINES



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Benefiting CP of Colorado

Oct. 21 & 22, 2011

Keystone, Colorado

Sponsorship Levels

\$25,000 "Goldfinger" Presenting Sponsor

- Twenty (20) Patron Packages including the Friday Winemaker's Dinner and Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Friday & Saturday overnight accommodations at Keystone for twenty (20), ten (10) rooms, two (2) people per room.
- Full center spread color ad in event program and company name and/or logo on all event media.

\$15,000 "Diamonds Are Forever" Winemaker's Dinner Sponsor

- Eight (8) Patron Packages including the Friday Winemaker's Dinner and Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Friday & Saturday overnight accommodations at Keystone for eight (8), four (4) rooms, two (2) people per room.
- Additional ten (10) Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Full page color ad in event program.

\$10,000 "Casino Royale" Cabernet Sponsor

- Six (6) Patron Packages including the Friday Winemaker's Dinner and Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Friday & Saturday overnight accommodations at Keystone for six (6), three (3) rooms, two (2) people per room.
- Additional eight (8) Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Full page color ad in Event Program.

\$7,500 "For Your Eyes Only" Merlot Sponsor

- Four (4) Patron Packages including the Friday Winemaker's Dinner and Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Friday & Saturday overnight accommodations at Keystone for four (4), two (2) rooms, two (2) people per room.
- Additional six (6) Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Half (1/2) page color ad in event program.

\$5,000 "The Spy Who Loved Me" Chardonnay Sponsor

- Two (2) Patron Packages including the Friday Winemaker's Dinner and Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Friday & Saturday overnight accommodations at Keystone for two (2), one (1) room, two (2) people per room.
- Additional four (4) Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Half (1/2) page B&W ad in event program.

\$2,500 "The World in Not Enough" Shiraz Sponsor

- Two (2) Patron Packages including the Friday Winemaker's Dinner and Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Additional 2 Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.
- Quarter (1/4) page B&W ad in event program.

\$2,000 "You Only Live Twice" Table Sponsor

- Ten (10) Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.

* Full benefit chart enclosed. Please inquire about demographics and impression counts.

28TH **007** WINE IN THE PINES

FROM KEYSTONE WITH LOVE



Benefiting CP of Colorado

Oct. 21 & 22, 2011

Keystone, Colorado

Girard
NAPA VALLEY

Official Winemaker of the 28th Annual Wine in the Pines

Need to Know

- ~ Detailed sponsor information, including event tickets, will be provided pre-event.
- ~ Event Dates:

Winemaker's Dinner

Keystone Ranch, 6PM, Friday, October 21, 2011

Attire: 007 Cool and Casual ~ "Diamonds Are Forever"

International Wine and Gourmet Food Tasting

Keystone Conference Center, 6PM, Saturday, October 22, 2011

Attire: Guests are encouraged to wear "James Bond 007, Bond Girl" themed apparel, (black tie preferred) or cocktail attire and "hand over the toys" (Die Another Day... No weapons please, real or fake).

Don't Miss the Afterparty!

Dance the night away!

- ~ *Logo inclusion deadline is September 20, 2011
- ~ *Ad Deadline for program inclusion is September 26, 2011

*Items must be prepared to attached specs.

*Items received after deadline cannot be included.

*CP of Colorado cannot prepare logos or ads for sponsors.

Good to Know

The earlier you provide us your logo, the more we can include you in print promotions according to involvement level.

Eighty-seven cents of every dollar goes toward Cerebral Palsy of Colorado's programs and services.

Event Contact Information

Cerebral Palsy of Colorado

801 Yosemite Street, Denver CO, 80230

303-691-9339 office, 303-691-0846 fax

www.cpcoco.org

Federal ID#: 84-0420225

Chrissie Butz, Special Events Manager, 303-226-5520 Direct

Sponsorship Opportunities, Liz Neafus-Stenzel, Director of Public Relations, 303-226-5521 Direct

The 28th Annual Wine in the Pines is Presented By



Sustaining Sponsors



DMS Leasing



EDGEN MURRAY



Post Independent



HALLIBURTON



NABORS INDUSTRIES LTD.

Out of DENVER



PIONEER
NATURAL RESOURCES



"TCBY" Treats

THE ASPEN TIMES



A special thank you to the Mike and Margaret Smith Family,
Jim Benemann, CBS 4, 2011 Emcee and to all of our past sponsors and contributors!

5280 Magazine
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A Traction Racing Limos
Academy of Colorado Ballet
Aeroworks
All-Phase Concrete Construction
Alpine Bank
Alpine Camera
Amber Homes
Anadarko
Anthony Bourdain
Apex Jewelers, Inc.
Argonaut Wine & Liquor
Arkansas Valley Adventures
Artist Stephen Augustine, Eye Candy Graphics
Artist Tom Ware
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Bank One
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Bret Kay Happiness Foundation
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Boondocks Fun Center
Breckenridge Golf Club
Brook's Steak House
Bud and Judy Ham
Budget Framer
CamelBak
Catena Zapata
Chief Larry Trujillo, Denver Fire Department
Christine Benson
Christy Angell, Old Town Winery
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Colorado State University
Colorado Summit Magazine
Colorado Symphony Orchestra
Comedy Works
Community First National Bank
Continental Divide Distributing
Coors Distributing Company
Corona Cigar Company
Dan Caplis, DJ KHOW
David Charles, Enercom
Del Frisco's Double Eagle Steak House
Denise Plante, KOSI 101.1
Denver Business Journal
Denver Center Theatre Company
Denver Marriott Hotel City Center
Denver Museum of Nature and Science
Dillon Dam Brewery
Dillon Marina
Doubletree Hotel Denver
Douglas M. Tisdale, Esq. and Tisdale & Associates LLC
Dreamcatcher Alpacas
Ebert Appraisal Services
Enstrom's Candies
Envi Jewellery
Erin MacGregor Beauprez,
Miss Colorado USA 2003
Ernie Bjorkman, News 2
Ernie Blake
ET'Shoeman
Eye Candy Graphics
Felipe Gregorio Cigars
First Impressions Salon & Medi-Spa
Food & Wine Magazine
Freddie Colo, Martini on the Rockies
Gigi Dennis
Ginger, 97.3 KBCO
Former CO Governor Owens and First Lady Frances Owens
Graebel
Gran Vin Distributing
Greg and Tommye Barnett, Enercom
Hearthstone Restaurant

Heather Lemon, Slifer Smith & Frampton
Hudson Auto Source
Hyatt Regency Tech Center
Ice.com
Jackie Selby, KOSI
Jane Carroll Andrade
Jason Morse, Executive Chef
Jeannette Sandburg
Jennifer and Brian Peitzmeier
Jennifer Rosen, Cork Jester, Rocky Mountain News Wine Editor
John Farnam & Paul Heitzenrater
John Suthers
Juanita Tomblinson
Keith & Margaret Platte
Kelly Ford, 98.5 KYGO
Keystone Ranch Restaurant
KOSI 101.1
KSMT Radio
Lara Shull and May
Laura Main, Anchor News 2 Colorado
Lewis and Floorwax, the Fox
Luxury Limousine, Inc.
Magnolia Hotel
Maria Cote, Rocky Mountain News
Matanzas Creek Winery & Estate Gardens
Maui Jim USA, Inc.
Meagher Oil and Gas Properties
Mi Casa Mexican Restaurant and Cantina
Mike Landess, 7News
Mike Nelson, 7News
Molly Hughes, CBS 4
Mountain High Yoghurt
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SkyVenture Colorado
Slifer, Smith & Frampton Real Estate
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Southern Wine & Sprits Distributing
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The Keg Steakhouse
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Tracy Taylor, 98.5 KYGO
Vail Summit Orthopaedics
Vitamin Cottage
Vitesse Advertising
Waste Management
Wells Fargo
Wine Source of Colorado
Wine Spectator Magazine
WizBang! Solutions

28TH **WINE IN THE PINES**

FROM KEYSTONE WITH LOVE



Sponsorship Levels

	Presenting Sponsor	Winemaker's Dinner	Cabernet	Merlot	Chardonnay	Shiraz	Table
Contribution	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	
Attendance							
Patron Packages including the Friday Winemaker's Dinner Tickets and Saturday International Wine & Gourmet Food Tasting tickets with reserved seating.	20	8	6	4	2	2	0
Additional Saturday tickets for International Wine & Gourmet Food Tasting.	0	10	8	6	4	2	10
Overnight Accommodations							
Friday # of rooms / 2 people per room	10	4	3	2	1	0	0
Saturday # of rooms / 2 people per room	10	4	3	2	1	0	0
Signage / Promotions							
Saturday 4' x 8' banner	✓	✓	✓	✓	✓	✓	✓
Saturday table signage	✓	✓	✓	✓	✓	✓	✓
Friday & Saturday multimedia slide with logo	✓	✓	✓	✓	✓	✓	✓
Company name on invitations	✓						
Company name on tickets	✓						
Company name on "save the date" cards	✓						
Company name or logo on posters	Logo	Logo	Logo	Logo	Logo	Name	
CP of Colorado Newsletter	✓	✓	✓	✓	✓	✓	✓
Press release announcing sponsorship	✓	✓	✓				
Ad size in event program	Center Spread Color	Back Cover Color	Full Color	1/2 Color	1/2 B&W	1/4 B&W	
Event website banner	✓						
Event sponsor page w/ links	✓	✓					
Friday night Winemaker's Dinner announcement and gift.	✓	✓	✓	✓	✓	✓	
Opportunity to speak on stage	✓						

THANK YOU FOR YOUR CONSIDERATION!



WINE IN THE PINES



CP OF COLORADO™

Education. Employment. Support.™

Friday and Saturday (see packet for details)

___ \$25,000 ___ \$15,000 ___ \$10,000 ___ \$7,500 ___ \$5,000 ___ \$2,500

___ PATRON PACKAGE \$350 Per Person (includes Reserved Seating at Friday Winemaker's Dinner & Saturday International Wine & Gourmet Food Tasting)

___ 2011 ___ 2012 ___ 2013 ___ 2014 ___ 2015

Saturday Only

___ RESERVED TABLES W/ 10 SEATS \$2,000

___ RESERVED SEATS \$200 PER PERSON

___ I cannot sponsor but would like to donate \$ _____

___ Please Send Invoice ___ Check Included

___ Please Bill \$ _____ To (circle one) Visa MasterCard Discover

Number _____ Exp Date _____

Signature

Name As Appears On Card

Date ___/___/___

Name _____

Company _____

Address _____

Phone _____ Fax _____

Email _____

Marketing Contact _____

THIS EVENT SELLS OUT. RESERVE YOUR SPOT TODAY!

Please fax form to 303-691-0846 Attention Liz or email confirmation to lizns@cpco.org to hold a spot

This form represents a promise of financial support; please retain a copy for your records.

Questions? Please contact Chrissie Butz, Manager of Special Events, 303-226-5520 Direct, chrissieb@cpco.org or Liz Neafus-Stenzel, Director of Public Relations, 303-691-9339 x 1163, 720-933-6164 Cell, lizns@cpco.org Cerebral Palsy of Colorado 801 Yosemite Street, Denver CO, 80230, www.cpco.org, www.wininthepines.org



WINE IN THE PINES

Ad Specs/Instructions



CP OF COLORADO™

Education. Employment. Support.™

AD SIZES AND DIMENSIONS

Presenting Sponsor	Winemaker's Dinner & Cabernet Sponsors	Merlot Sponsors	Chardonnay Sponsors	Shiraz Sponsors
Two Page Color Center Spread	Full Page Color	1/2 Page Color	1/2 Page B & W	1/4 Page B & W
Ad Size: 11" wide X 8.5" tall With Bleed: 11.25" wide X 8.75" tall	Ad Size: 5.5" wide X 8.5" tall With Bleed: 5.75" wide X 8.75" tall	Ad Size: 5" wide X 3.75" tall (no bleed)	Ad Size: 5" wide X 3.75" tall (no bleed)	Ad Size: 5" Wide X 2" tall (no bleed)

Logo inclusion deadline is September 20, 2011.

Ad Deadline for program inclusion is September 26, 2011.

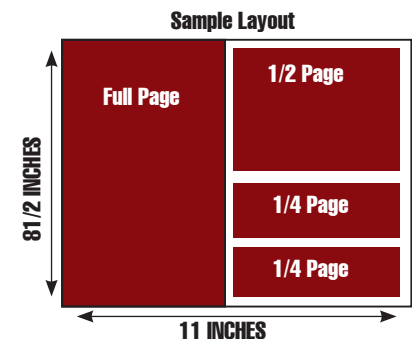
General Instructions

Ads: As a sponsor, you are entitled to an ad in the Wine in the Pines event program. Create your ad according to your sponsorship level and the ad specifications listed below. Often companies submit ads that highlight their support of the event and/or of CP of Colorado's programs and services along with company information and logo. You might also choose to create an ad that highlights your company and its products or services.

Logos: We also ask that you submit your company's most current logo. Depending on your sponsorship level, logos may be used to acknowledge your company's participation in the event through a number of ways including multimedia, event marketing materials/advertisements and placement on the CP of Colorado website (www.cpc.org).

Advertising and Logo Specifications

- We prefer that your ad and logo be submitted in a vector format such as EPS or PDF (PDF/X-1a).
- High resolution TIFF files are also acceptable, but must be a minimum of 300 dpi.
- Make sure to embed or outline all fonts.
- Do not submit ads or logos in Microsoft Publisher or Word formats.
- Ads must be submitted in CMYK color space or Grayscale (in accordance with the ad you are receiving).
- Full bleed ads: Essential matter must lie within 1/4" from outer edges (1/2" inside the bleed).
- If you are a returning sponsor, you may use the same ad that you used last year. Just let us know.
- Items received after deadline cannot be included.
- CP of Colorado cannot prepare logos or ads for sponsors.



Submitting Your Ad/Logo

Do not email your files. Once you are confirmed as a sponsor of Wine in the Pines, you will be provided a password and a link to a secure web page where you can upload your ad and logos.

For all inquiries about ads or logos, please contact Mark McNett at graphics@cpc.org.