

## A Once-in-a-Century Opportunity

For the first time in 80 years, neither an incumbent nor a sitting Vice President will be campaigning for the White House. The 2008 Presidential election will be historic. The international spotlight will be focused on Denver and the Rocky Mountain West during convention week as the Democratic nominee for President will be officially selected and introduced to the nation.

As a corporate sponsor for the Democratic National Convention, your organization will have the opportunity to be part of something bigger, something that will have a lasting impact on Colorado, the United States and the world as millions of people observe and participate in the convention to nominate the next Democratic nominee for President.

The importance of the Denver convention as the next step on the way to the White House is underscored by the historic nature of the 2008 election. This is an exciting time in politics and presents a unique opportunity to be part of history.

### Convention Attendee Estimates

As a sponsor, you will have the opportunity to reach 35,000 visitors at the convention, including:

- 15,000 members of the national and international media
- 232 Members of Congress
- 51 Senators
- 28 Governors
- More than 6,000 delegates and Super delegates attending State Delegation Parties
- 14,000 other interested parties

### Donation Levels

There are various levels of sponsorship to accommodate local, state, national and corporate organizations that wish to contribute. Donations to the Denver 2008 Convention Planning Committee (a 501(c) (3) non-profit organization) may be tax deductible as a charitable contribution. Donations to the 501(c)(6) organization are not tax deductible as charitable contributions, but may be tax deductible as ordinary and necessary business expenses for corporations.

- Presidential Sponsor .....\$1,000,000
- Platinum Sponsor .....\$500,000
- Gold Sponsor .....\$250,000
- Silver Sponsor .....\$100,000
- Mile High Plus Sponsor .....\$52,800
- Rocky Mountain Sponsor .....\$25,000

In general, the higher the level of sponsorship the more prominence and better visibility for pre-convention marketing and on-site signage and product display. In addition, the number of credentialed event tickets, VIP access and other benefits increase as the sponsorship increases.

### Early Donor Benefits

Early donors receive first consideration on convention benefits as well as sponsorship marketing and visibility opportunities. Sponsorship for certain opportunities will close on May 1, 2008. Benefits cannot be guaranteed until donor contributions have been received.