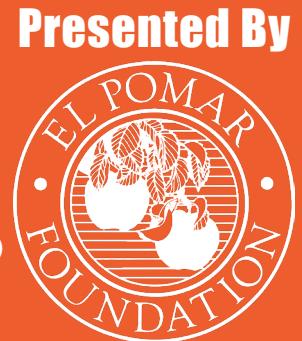




# BREAKFAST OF CHAMPIONS®



Peak Vista Community Health Center's  
Sustain the Mission Giving Campaign

## *Sponsorship Opportunities*

For questions, please contact the Development department at [Development@peakvista.org](mailto:Development@peakvista.org) or (719) 344-7211

\*Please reference your sponsorship benefits flyer for a detailed breakdown of what your sponsorship level includes.



# About The Breakfast of Champions®

## OUR MISSION

The Breakfast of Champions® (BOC) is Peak Vista's premier fundraising event that supports our mission, to provide exceptional health care to people facing access barriers through clinical programs and education. This annual event usually features a gold medal Olympian who shares their inspirational story and its connection to health care.

Breakfast of Champions® generates funds for primary medical, dental and behavioral health services for working families in the Pikes Peak and East Central region, creates awareness of Peak Vista's programs and recognizes the many physicians, dentists and other volunteer champions who support Peak Vista.

## OUR HISTORY

Peak Vista Community Health Center's Foundation was established in 2005, hosting its inaugural Breakfast of Champions® fundraiser, featuring Mary Lou Retton and honoring Bishop Richard Hanifen as the 2005 Champion of Community Health. The Foundation raises money to support the programs and services provided by Peak Vista Community Health Centers.

## OUR FUTURE

Considering the rapidly evolving COVID-19 pandemic, and the uncertainty that the future holds, Peak Vista has decided to change the Breakfast of Champions® event that was scheduled for November 17, 2020, to a virtual venue. We are working hard to ensure that our funding goes to the people who need it most while preventing the spread of COVID-19. We feel, strongly, that our efforts will allow Peak Vista's light in the community to continue to shine.

For the month of November, Peak Vista will host a Breakfast of Champions® - Sustain the Mission Giving Campaign! Even though we can't be together for our annual event, we can still show those in need that we are in this together.

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and is used with permission.

# Our History



**Mary Lou Retton**  
2005



**Scott Hamilton**  
2006



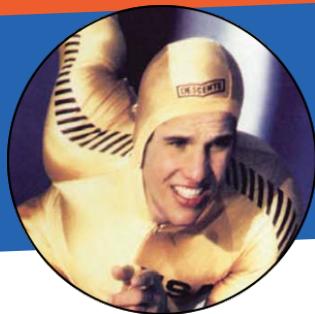
**Jackie Joyner Kersee**  
2007



**Picabo Street**  
2008



**Mark Spitz**  
2009



**Eric Heiden**  
2010



**Rulon Gardner**  
2011



**Nadia Comaneci & Bart Conner**  
2012



**Kerri Walsh Jennings**  
2013



**Venus Williams**  
2014



**Gary Hall Jr.**  
2015



**Mia Hamm**  
2016



**Amy Van Dyken**  
2017



**Apolo Ohno**  
2018



**Lisa Leslie**  
2019



# Be a part of the mission!

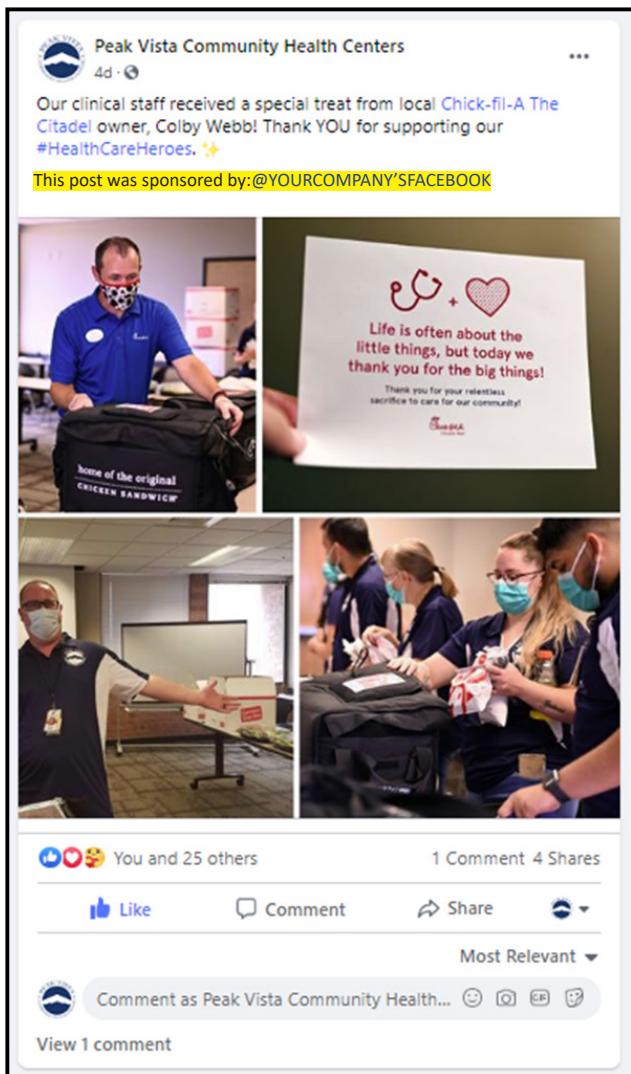
## Benefits to you:

	Founder Sponsor \$1,971 (Unlimited)	Pentathlon Sponsor \$5,000 (25 Available)	Bronze Medal VIP Reception Sponsor \$10,000 (1 Available)	Olympic Spirit Digital Marketing Sponsor \$12,500 (1 Available)	Silver Medal Sponsor \$15,000 (1 Available)	Gold Medal Sponsor \$18,000 (1 Available)	Presenting Sponsor \$20,000 (1 Available)
Company name on one commemorative box of Wheaties	✓	✓	✓	✓	✓	✓	✓
Company name/logo with link on Peak Vista Breakfast of Champions® webpage	✓	✓	✓	✓	✓	✓	✓
Tagged as sponsor of all Peak Vista social media posts for 1 day	-	✓	✓	✓	✓	✓	✓
Listed as sponsor of all campaign related emails for 1 day	-	✓	✓	✓	✓	✓	✓
Company name/logo on <b>select</b> electronic and printed material associated with the giving campaign	-	-	✓	✓	✓	✓	✓
Sponsor Spotlight Video: 1-2 minute video involving your staff members (filmed & edited by a Peak Vista staff member), to be featured in our Social Media and Email campaigns.	-	-	✓	✓	✓	✓	✓
Spotlight in Peak Vista's Fall Donor Newsletter	-	-	-	✓	✓	✓	✓
Cover photo on Peak Vista Facebook page for set amount of days	-	-	<b>4 days</b>	<b>5 days</b>	<b>6 days</b>	<b>7 days</b>	<b>8 days</b>
Sponsor Feature on Peak Vista's home page (peakvista.org) for set amount of days	-	-	<b>4 days</b>	<b>5 days</b>	<b>6 days</b>	<b>7 days</b>	<b>8 days</b>
Personalized cover photo to sponsor for company Facebook page	-	-	✓	✓	✓	✓	✓
Company name/logo on <b>all</b> electronic and printed material associated with the giving campaign	-	-	-	-	-	-	✓
Company logo integrated into Breakfast of Champions® logo design	-	-	-	-	-	-	✓

# Social Media Insights & Samples

## Based off of Averaged Data from 2019 Pentathlon - Presenting Sponsors

## Sample Sponsored Facebook Posts

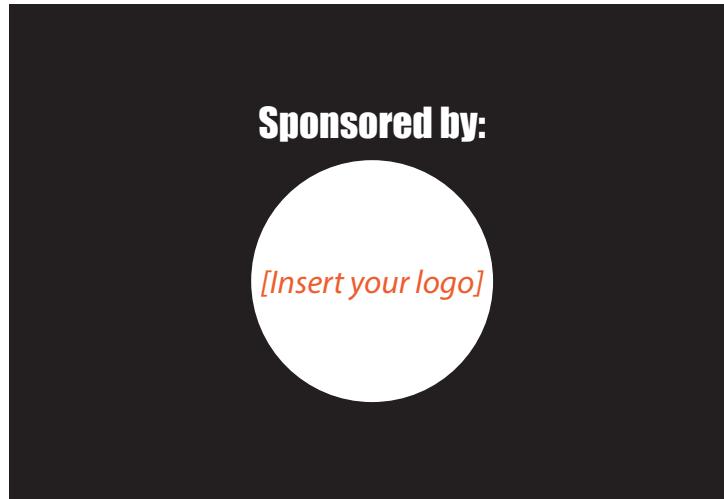


Post Reach: 6,028

The number of people who saw any of our posts at least once per month. This metric is estimated.

## Sample Post-Video Sponsor Spotlight\*

\*Logo will appear as the video's last scene.



Post Engagement: 1,605

The number of times people engaged with our posts through reactions, comments shares and clicks per month.



## Sample Facebook Cover Photo and Website Banner:



# Enterprise Zone Tax Credit

## 25% Enterprise Zone Tax Credit

Donations to Peak Vista qualify for a 25% tax credit on your Colorado state income tax return.

### What does that mean for you?

By donating specifically to Peak Vista, a large part of your donation comes back to you in various tax credits and deductions.

All donations to Peak Vista are tax-deductible, but these particular programs qualify for added benefits to you, the donor, on your Colorado state income tax return. Donations must be **\$250 or more**, and paid by check, to qualify for the Enterprise Zone Tax Credit.

To receive this tax credit, you can do so by donating via check payable to **El Paso County Enterprise Zone**. List "Peak Vista Community Health Centers" and the **last 4 digits of your social security number** on the memo line and return via this envelope. Visit [peakvista.org/give/ways-to-give](http://peakvista.org/give/ways-to-give) for additional information.

**Below is an example savings table based on a 33% tax bracket:**

Contribution	\$250	\$500	\$1,000	\$10,000
Enterprise Zone Credit	\$63	\$125	\$250	\$2,500
Federal Tax Savings	\$58	\$116	\$232	\$2,322
Colorado Tax Savings	\$12	\$23	\$46	\$463
<b>Returned to you at tax time</b>	<b>\$132</b>	<b>\$264</b>	<b>\$529</b>	<b>\$5,285</b>
After tax cost of giving	\$118	\$236	\$471	\$4,715

**Please note: this information should not be construed as tax advice. Federal tax deduction is lowered because of the add-back effect of reduced state tax.**

### El Paso County Enterprise Zone Tax Credit (Payable by Check Only)



Available  
for amounts  
of \$250.00  
or more

Include the last 4 digits of your social security number



# BREAKFAST OF CHAMPIONS®

Presented By



Sixteenth Annual Benefit for  
**Peak Vista Community Health Centers**  
Sunday, November 1 - Monday, November 30, 2020

## *Event:*

**Breakfast of Champions®**  
**Sustain the Mission Giving Campaign**  
November 1-30, 2020  
Social Media/Email Campaign



## *Sponsorship Level:*

### **Founder Sponsor**

\$1,971

Fun fact: Peak Vista was founded in 1971, which is what this sponsorship level represents!

## *Benefits to you:*

- Company name on one commemorative box of Wheaties
- Company name/logo with link on Peak Vista Breakfast of Champions® webpage



# BREAKFAST OF CHAMPIONS®

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Sixteenth Annual Benefit for  
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Sunday, November 1 - Monday, November 30, 2020

## *Event:*

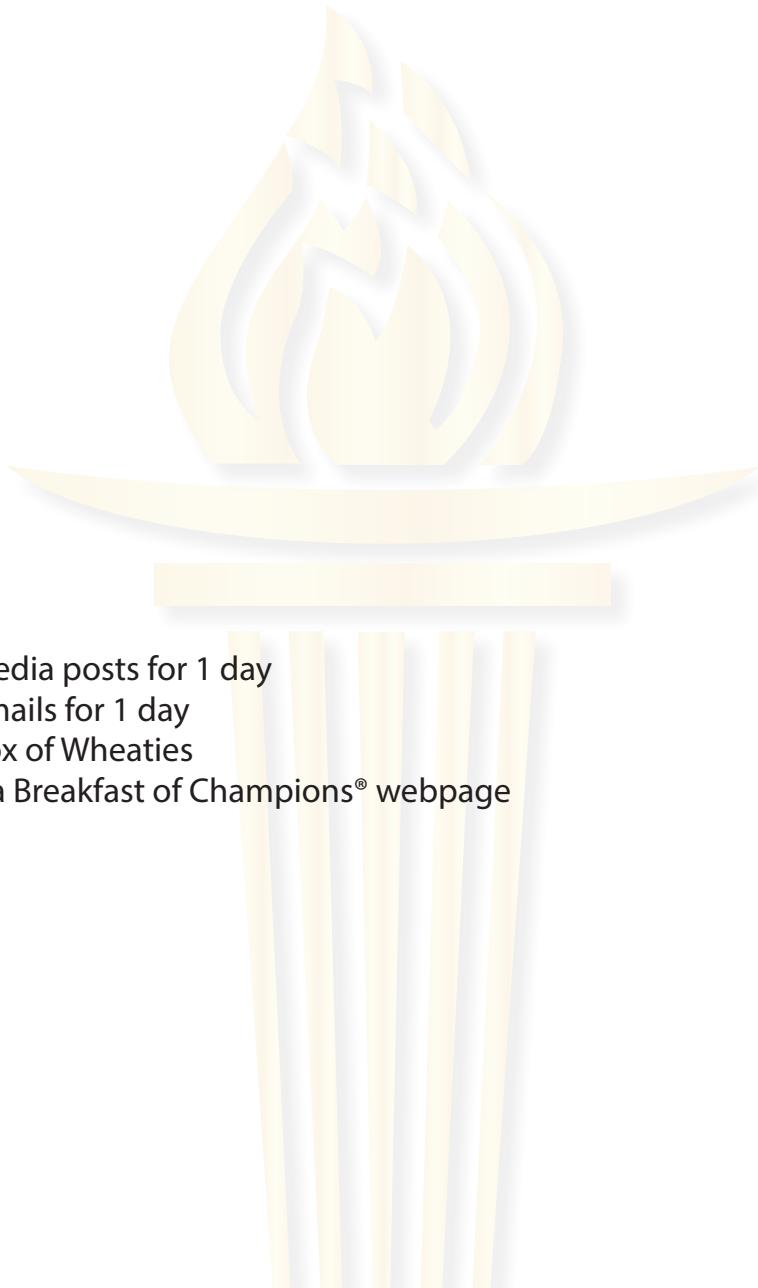
**Breakfast of Champions®**  
**Sustain the Mission Giving Campaign**  
November 1-30, 2020  
Social Media/Email Campaign

## *Sponsorship Level:*

**Pentathlon Sponsor**  
\$5,000 (25 Available)

## *Benefits to you:*

- Tagged as sponsor of all Peak Vista social media posts for 1 day
- Listed as sponsor of all campaign related emails for 1 day
- Company name on one commemorative box of Wheaties
- Company name/logo with link on Peak Vista Breakfast of Champions® webpage





# BREAKFAST OF CHAMPIONS®



Sixteenth Annual Benefit for  
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**Sustain the Mission Giving Campaign**  
November 1-30, 2020  
Social Media/Email Campaign

## *Sponsorship Level:*

**Bronze Medal Sponsor**  
\$10,000 (1 Available)

## *Benefits to you:*

- Company name/logo on select electronic and printed material associated with the giving campaign
- Cover photo on Peak Vista Facebook page for 4 days (November 27-30)
- Sponsor Feature on Peak Vista's home page ([peakvista.org](http://peakvista.org)) for 4 days (November 27-30)
- Tagged as sponsor of all Peak Vista social media posts for 1 day
- Listed as sponsor of all campaign related emails for 1 day
- Personalized cover photo to sponsor for company Facebook page
- Company name on one commemorative box of Wheaties
- Company name/logo with link on Peak Vista Breakfast of Champions® webpage
- Sponsor Spotlight Video: 1-2 minute video involving your staff members (filmed & edited by a Peak Vista staff member), to be featured in our Social Media and Email campaigns.





# BREAKFAST OF CHAMPIONS®

Presented By



Sixteenth Annual Benefit for  
**Peak Vista Community Health Centers**  
Sunday, November 1 - Monday, November 30, 2020

## *Event:*

**Breakfast of Champions®**

**Sustain the Mission Giving Campaign**

November 1-30, 2020

Social Media/Email Campaign

## *Sponsorship Level:*

**Olympic Spirit Digital Marketing Sponsor**

\$12,500 (1 Available)

## *Benefits to you:*

- Company name/logo on select electronic and printed material associated with the giving campaign
- Cover photo on Peak Vista Facebook page for 5 days (November 22-26)
- Sponsor Feature on Peak Vista's home page ([peakvista.org](http://peakvista.org)) for 5 days (November 22-26)
- Tagged as sponsor of all Peak Vista social media posts for 1 day
- Listed as sponsor of all campaign related emails for 1 day
- Company name on one commemorative box of Wheaties
- Personalized cover photo to sponsor for company Facebook page
- Company name/logo with link on Peak Vista Breakfast of Champions® webpage
- Company name/logo featured in Mission Moment videos shared during giving campaign
- Spotlight in Peak Vista's Fall Donor Newsletter
- Sponsor Spotlight Video: 1-2 minute video involving your staff members (filmed & edited by a Peak Vista staff member), to be featured in our Social Media and Email campaigns.





# BREAKFAST OF CHAMPIONS®

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Sixteenth Annual Benefit for  
**Peak Vista Community Health Centers**  
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## *Event:*

**Breakfast of Champions®**  
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November 1-30, 2020  
Social Media/Email Campaign

## *Sponsorship Level:*

**Silver Medal Sponsor**  
\$15,000 (1 Available)

## *Benefits to you:*

- Company name/logo on select electronic and printed material associated with the giving campaign
- Cover photo on Peak Vista Facebook page for 6 days (November 16-21)
- Sponsor Feature on Peak Vista's home page ([peakvista.org](http://peakvista.org)) for 6 days (November 16-21)
- Tagged as sponsor of all Peak Vista social media posts for 1 day
- Listed as sponsor of all campaign related emails for 1 day
- Personalized cover photo to sponsor for company Facebook page
- Company name on one commemorative box of Wheaties
- Company name/logo with link on Peak Vista Breakfast of Champions® webpage
- Spotlight in Peak Vista's Fall Donor Newsletter
- Sponsor Spotlight Video: 1-2 minute video involving your staff members (filmed & edited by a Peak Vista staff member), to be featured in our Social Media and Email campaigns.





# BREAKFAST OF CHAMPIONS®



Sixteenth Annual Benefit for  
**Peak Vista Community Health Centers**  
Sunday, November 1 - Monday, November 30, 2020

## *Event:*

**Breakfast of Champions®**  
**Sustain the Mission Giving Campaign**  
November 1-30, 2020  
Social Media/Email Campaign



## *Sponsorship Level:*

**Gold Medal Sponsor**  
\$18,000 (1 Available)

## *Benefits to you:*

- Company name/logo on select electronic and printed material associated with the giving campaign
- Cover photo on Peak Vista Facebook page for 7 days (November 9-15)
- Sponsor Feature on Peak Vista's home page ([peakvista.org](http://peakvista.org)) for 7 days (November 9-15)
- Tagged as sponsor of all Peak Vista social media posts for 1 day
- Listed as sponsor of all campaign related emails for 1 day
- Personalized cover photo to sponsor for company Facebook page
- Company name on one commemorative box of Wheaties
- Company name/logo with link on Peak Vista Breakfast of Champions® webpage
- Spotlight in Peak Vista's Fall Donor Newsletter
- Sponsor Spotlight Video: 1-2 minute video involving your staff members (filmed & edited by a Peak Vista staff member), to be featured in our Social Media and Email campaigns.



# BREAKFAST OF CHAMPIONS®

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Sixteenth Annual Benefit for  
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## *Event:*

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November 1-30, 2020  
Social Media/Email Campaign



## *Sponsorship Level:*

**Presenting Sponsor**  
\$20,000 (Exclusive)

## *Benefits to you:*

- Company logo integrated into Breakfast of Champions® banner design
- Company name/logo on all electronic and printed material associated with the giving campaign
- Cover photo on Peak Vista Facebook page for 8 days (November 1-8)
- Sponsor Feature on Peak Vista's home page ([peakvista.org](http://peakvista.org)) for 8 days (November 1-8)
- Tagged as sponsor of all Peak Vista social media posts for 1 day
- Listed as sponsor of all campaign related emails for 1 day
- Personalized cover photo to sponsor for company Facebook page
- Company name on one commemorative box of Wheaties
- Company name/logo with link on Peak Vista Breakfast of Champions® webpage
- Spotlight in Peak Vista's Fall Donor Newsletter
- Company name/logo featured on billboard campaign
- Sponsor Spotlight Video: 1-2 minute video involving your staff members (filmed & edited by a Peak Vista staff member), to be featured in our Social Media and Email campaigns.



# BREAKFAST OF CHAMPIONS®

Presented By



**Peak Vista Community Health Center's**  
Sustain the Mission Giving Campaign  
November 1 - November 30, 2020

**2020 Sponsorship Pledge**  
**Breakfast of Champions®**  
**Sustain the Mission Giving Campaign**  
**November 1 – 30, 2020**

Date: \_\_\_\_\_

Please return completed form to:

E-mail: [Development@peakvista.org](mailto:Development@peakvista.org)

Mail: Peak Vista Community Health Centers  
Development Department  
3205 N Academy Blvd, Suite 130  
Colorado Springs, CO 80917

**My Sponsorship Commitment:** (please mark the sponsorship that applies)

Presenting Sponsor: \$20,000	Gold Medal Sponsor: \$18,000	Silver Medal Sponsor: \$15,000
Olympic Spirit Digital Marketing Sponsor: \$12,500	Bronze Medal Sponsor: \$10,000	Pentathlon Sponsor: \$5,000
Founder Sponsor: \$1,971		

Our company is unable to provide a sponsorship, but will make a donation in the amount of \$ \_\_\_\_\_

I have enclosed a check  Please email/send an invoice to the address below.

Company Name (as you would like it to appear in marketing materials\*): \_\_\_\_\_

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

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

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

Telephone: \_\_\_\_\_ Signature: \_\_\_\_\_

**Credit Card Information -** Peak Vista can accept Visa, MasterCard or Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CSC (3-digit code): \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Name as it appears on Card: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

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

Signature: \_\_\_\_\_

For questions, please contact the Development department at [Development@peakvista.org](mailto:Development@peakvista.org) or (719) 344-7211

\*Please reference your sponsorship benefits flyer for a detailed breakdown of what your sponsorship level includes.