



BREAKFAST OF CHAMPIONS®

Presented By



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

Sponsorship Opportunities

For questions, please contact the Development department at 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.

BREAKFAST OF CHAMPIONS® is a registered trademark of General Mills, Inc. and is used with permission.

Owr 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!

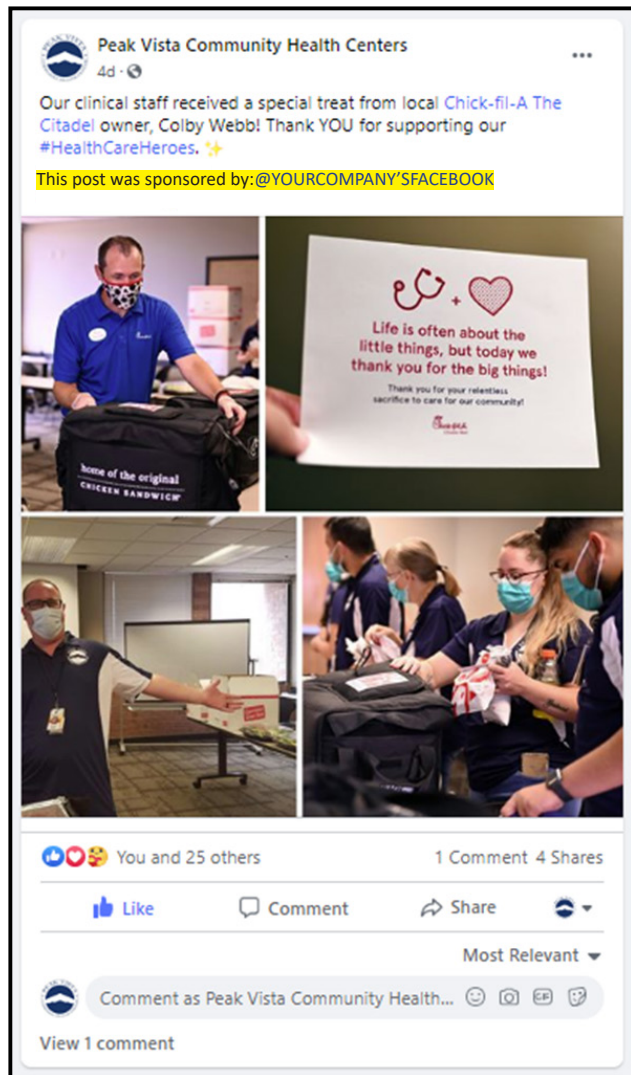
Benefits to you:

	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 select 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	-	-	4 days	5 days	6 days	7 days	8 days
Sponsor Feature on Peak Vista's home page (peakvista.org) for set amount of days	-	-	4 days	5 days	6 days	7 days	8 days
Personalized cover photo to sponsor for company Facebook page	-	-	✓	✓	✓	✓	✓
Company name/logo on all 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

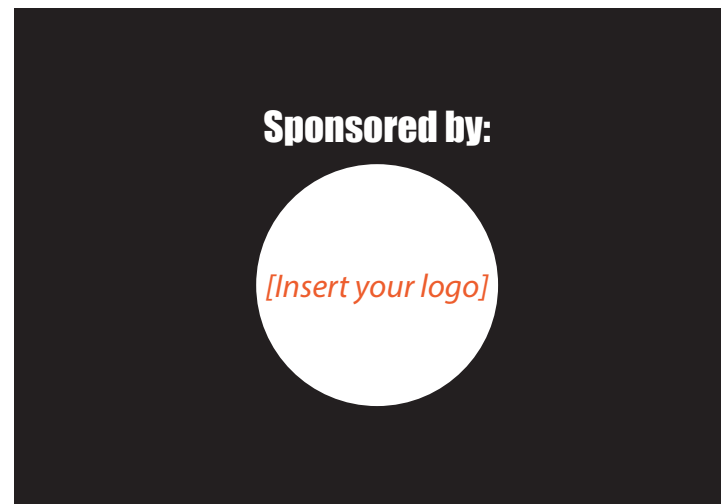


Post Reach: 6,028

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 videos'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:



Followers



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.

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
Returned to you at tax time	\$132	\$264	\$529	\$5,285
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.

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 for additional information.

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

Jonathan Doe
1234 Madeup Way
Colorado Springs, CO 80917

Date Today's Date

PAY TO THE ORDER OF El Paso County Enterprise Zone \$ 250.00

Two Hundred & Fifty DOLLARS

Memo Peak Vista Community Health Centers (XXXX)

PEAK VISTA
COMMUNITY HEALTH CENTERS

Available
for amounts
of \$250.00
or more

Include the last 4 digits of your social security number



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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

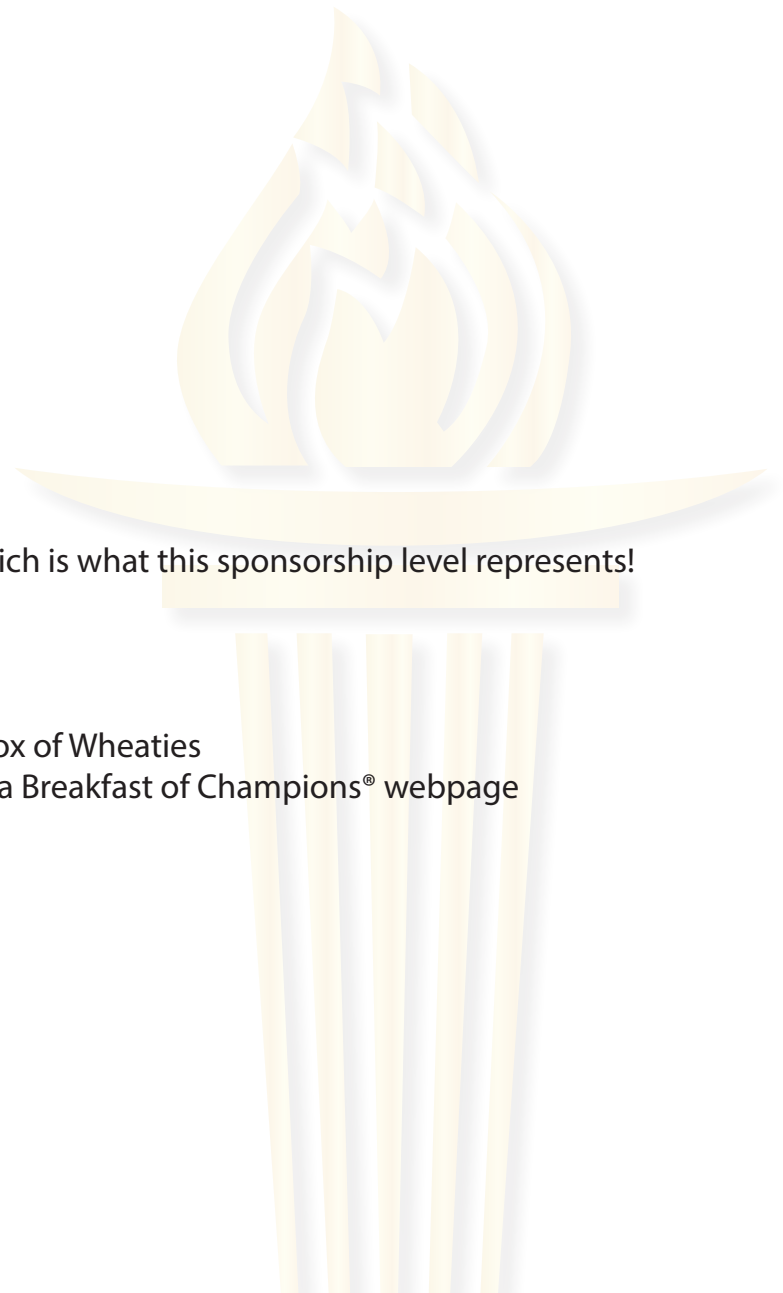
Sponsorship Level:

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





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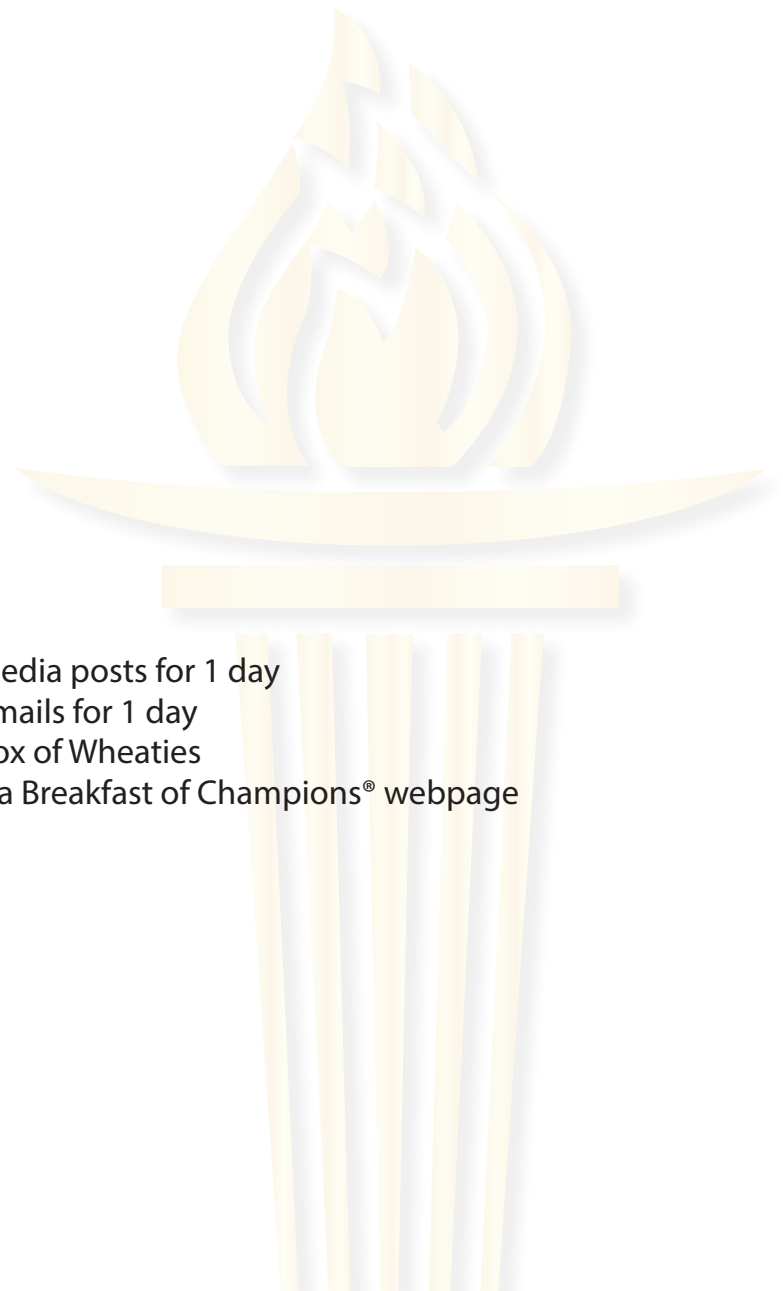
Breakfast of Champions®
Sustain the Mission Giving Campaign
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Social Media/Email Campaign

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





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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) 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.



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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) 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.



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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) 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.



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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) 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.



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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) 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.



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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

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 or (719) 344-7211

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