



*... more today, than yesterday...*

March 26, 2017

# Partnership Opportunities

Denver Urban Spectrum 30<sup>th</sup> Anniversary

Spreading the News about People of Color

**1987-2017**

## What's Inside:

I. Power 30: More Today Than Yesterday	Page 3 & 4
II. About Denver Urban Spectrum	Page 5
III. Partnership Opportunities	Page 6 & 7
IV. Event Partners	Page 8
V. Next Steps	Page 9
VI. DUS Power 30 Couples	Page 10

# I. Event Summary:

## Power 30, More Today Than Yesterday

This year in April, the *Denver Urban Spectrum* will celebrate 30 years of spreading the news about people of color and we are excited to share our six-month plan of events. As the premiere award-winning publication for Colorado's communities of color, we want to thank our supporters and recognize those who have helped us along the way as we present "Power 30...more today than yesterday."

In April, a kick-off reception will be held at the Clocktower Cabaret in downtown Denver. On April 26, we will present a video on the Spectrum's 30-year history, recognize our 2017 African Americans Who Make A Difference, and announce our 15 Power 30 couples. Additionally, the event theme song More Today (arranged and produced by national recording artist Bobby Wells) will be introduced.

In May, the Power 30 luncheon will be held at the Renaissance Hotel in Denver. On May 13, *Denver Urban Spectrum* will recognize 15 couples selected by a committee as the DUS Power 30 couples. They will reflect on their relationships with Denver Urban Spectrum through videos.

In June, *Denver Urban Spectrum* will bring laughter to the community with a Comedy Explosion featuring comedians who have had an impact on the comedy scene, national and local. Power 30 Laughs will be held on June 28 at the Comedy Works in Landmark with Louis Johnson who has been on the comedy scene for more than 25 years. A social media comedy campaign contest will be held for aspiring comedians to enter (a video) for a chance to appear onstage on the nationally recognized Comedy Works stage in Colorado.

In July, *Denver Urban Spectrum* will expand with multi-media platforms that include television, radio and online publications. In September 2016, *Denver Urban Spectrum* expanded and collaborated with the Montbello Organizing Committee to produce MUSE (Montbello Urban Spectrum Edition), a bi-monthly community publication serving the Northeast communities of Denver. In addition to the newly developed MUSE, *Denver Urban Spectrum* will be expanding with other online publications in other states.

August 5 and 6 will focus on the family with a two-day festival, Power 30 Family Reunion Festival, at the Great Lawn Park – The Meadow area at Lowry. Families will be encouraged to support and participate in the institution of family reunions. It will include entertainment, vendors and a time for the Urban Spectrum Youth Foundation participants to reunite after almost 20 years. A \$500 scholarship will be presented to a student pursuing a journalism career. *Denver Urban Spectrum* will acknowledge 30 three-generational families who are making an impact on Denver communities.

And in September, *Denver Urban Spectrum* will open doors to a new facility to relax, visit and stay; and serves as a cultural and historic destination for local and out-of-town guests.

These upcoming events are designed to help sustain the work of *Denver Urban Spectrum* for many more years to come, with plans to provide the community with “more today than yesterday, but more importantly, so much more for tomorrow.”

On the following pages, you can read about the growth of *Denver Urban Spectrum* over the years, a variety of partnership opportunities, event partners who are committed to making the Power 30 – More Today Than Yesterday a success and how you can help.

Since 1987, we have been committed to serving the Denver community by spreading the news about people of color. We are proud of our accomplishments, which have been built on partnerships, and hope you are as well. We invite you to partner with us for our 30th anniversary celebrations.

## II. About: Denver Urban Spectrum

The *Denver Urban Spectrum* has established a respected reputation for spreading the news about people of color over its 29-year legacy. It continues to be an award-winning free, monthly publication dedicated to Denver's multicultural interests. Its high quality and thought-provoking content, both in print and online, has made it the most consistently sought after ethnic publication in the state — therefore one of the most effective for its advertisers.

In addition to its feature articles and regular columns, the Spectrum features promotions and contests to keep reader interest strong and add value to advertising dollars and sponsorship opportunities.

With many newspapers and publications closing their doors, the Denver Urban Spectrum has stood the test of time reaching readers and viewers in print and online.

The following statistics demonstrate the depth of the *Spectrum's* reach in the community:

- ✚ 25,000 print copies distributed monthly, attracting 60,000 readers
- ✚ DUS web site and ePublication viewers average 35,000 a month and 725,000 hits
- ✚ DUS mobile app generates approximately 229 per users per week
- ✚ ePublication average 2,245 visits, 18,710 page views, and 38,912 hits daily
- ✚ an additional 5,300 subscribers are reached by a bimonthly eNewsletter and WAG (Weekly Advertising Guide)
- ✚ combined social media platforms (FB, Instagram, Linked In, Issuu, Twitter, and Pinterest) follower statistics are 6,908 (and growing)

# V. Partnership Opportunities

Publisher/Platinum - \$5,000

Publisher/Platinum - \$30,000 (includes *DUS* Print Advertising)

- ✦ Reserved table for 10 at luncheon
- ✦ Reserved seating for 10 at the kick-off reception
- ✦ Verbal recognition at all anniversary events
- ✦ Logo included as partner in *DUS* 30th anniversary commemorative video
- ✦ Recognition and logo in printed materials and e-communications
- ✦ Full-page ad in the Power 30 Souvenir Program and *DUS*
- ✦ Display and website advertising (8 full page ads and a Square Banner website ad for a year)
- ✦ Logo with website link on Power 30 event website
- ✦ Web ad on the Power 30 event website

Editor/Gold - \$2,500

Editor/Gold - \$20,000 (includes *DUS* Print Advertising)

- ✦ Reserved table for 10 at luncheon
- ✦ Reserved seating for 6 at the kick-off reception
- ✦ Verbal recognition at all anniversary events
- ✦ Logo included as partner in *DUS* 30th anniversary commemorative video
- ✦ Recognition and logo in printed materials and e-communications
- ✦ ½ page ad in the Power 30 Souvenir Program and *DUS*
- ✦ Display and website advertising (10 ½ page ads and a Skyscraper website ad for a year)
- ✦ Logo with website link on Power 30 event website

Reporter/Silver - \$1,500

Reporter/Silver - \$10,000 (includes *DUS* Print Advertising)

- ✦ Reserved table for 10 at luncheon
- ✦ Reserved seating for 4 at the kick-off reception
- ✦ Verbal recognition at all anniversary events
- ✦ Logo included as partner in *DUS* 30th anniversary commemorative video
- ✦ Recognition and logo in printed materials and e-communications
- ✦ 1/4 page ad in the Power 30 Souvenir Program and *DUS*
- ✦ Display and website advertising (12 - ¼ page ads and a Square Banner website ad for a year)
- ✦ Logo with website link on Power 30 event website

Sales Rep/Bronze - \$ 1,000

Sales Rep/Bronze - \$ 5,000 (includes *DUS* Print Advertising)

- ✚ Six reserved seats at the luncheon
- ✚ Reserved seating for 4 at the kick-off reception
- ✚ Recognition and logo in printed materials and e-communications
- ✚ 1/8 page ad in the Power 30 Souvenir Program and *DUS*
- ✚ Display and in *DUS* (12 – 1/8 page ads)
- ✚ Logo with website link on Power 30 event website

## Exclusive Creative Partnerships

(Benefits will be the same as the above mentioned partnership levels in addition to the following.)

- **Video Production (4) – \$5,000** – Recognized as creative partner at on videos
- **Kick Off Reception (Entertainment & Catering) - \$2,500** – Special recognition at kick-off reception
- **Family Fun Festival (USYF Program and Scholarship) - \$1,500** – Special recognition at Festival Main Stage
- **Comedy Explosion – \$1,500** – Special recognition at event and opportunity to introduce the social media comedy campaign winners
- **Awards – African Americans Who Make Difference and Power 30 Honorees - \$1,500** – Special recognition at kick-off reception
- **Luncheon Souvenir Program Printing - \$1,000** – Special recognition at luncheon
- **Website Development – \$1,000** – Recognized as partner on website

## IV. Event Partners and Consultants

- Marlina Hulum, Glass designer, owner of Colored Glass  
<https://www.facebook.com/coloredglass.marlina>
- Tanya Ishikawa, filmmaker, Buffalo Trails  
<http://buffalotrails.webstarts.com/index.html>
- Bobby Wells, music producer and national recording artist  
<http://www.bobbywellsmusic.com/>
- Jamal Elliott, vocalist and musician (Goatfish and Friends)  
[www.jahgoatfish.rocks](http://www.jahgoatfish.rocks)
- Comedy Works – [www.comedyworks.com](http://www.comedyworks.com)
- Clock Tower Cabaret – [www.clocktowercabaret.com](http://www.clocktowercabaret.com)
- Stunt Time Entertainment, local video production company
- Pit Stop Catering, local catering company
- Mable Sutton Realtor, female real estate business owner



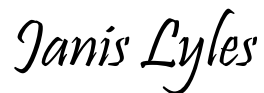
## VI. Next Steps

We hope you will join us in this effort and look forward to a positive reply. For immediate questions or more information, feel free to contact us by phone or email.

Sincerely,



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## Power Couple Honorees

### *First Decade of DUS*

- 1. Wilma and Wellington Webb**
2. Johnnie and June Johnson
3. Reggie and Faye Washington
4. Eula and Janet Adams
5. Geta and Janis Asfaw

### *Second Decade of DUS*

- 1. Greg and Nina Moore**
2. Timothy Tyler and Nita Mosby
3. Scott Durrah and Wanda James
4. Damon and Heather Barry
5. Gerald and Glynis Albright

### *Third Decade of DUS*

- 1. Ryan and Simone Ross**
2. Michael and Mary Hancock
3. Matthew and Priya Burkett
4. Chauncey and Piper Billups
5. Eric and Kathy Nesbitt