2020 SPONSORSHIP OPPORTUNITIES

The Craig Foundation produces a variety of events each year to raise money for Craig patients, programs and research. These events would not be possible without the generous support of businesses, organizations and individuals like you.

Unlike traditional forms of advertising, event sponsorships allow organizations of all sizes to be associated with Craig while reaching a desirable demographic of attendees. Sponsoring multiple events and programs is an excellent way to market your organization and support Craig Hospital throughout the year.

Please note that final 2020 event details and packages are still in development. Benefits are subject to change. Sponsorship agreements do not imply endorsement of sponsor goods or services. For more information, please contact Becky Plunkett at bplunkett@craighospital.org or 303-789-8166.

Important Notice: The Craig Golf Tournament, originally scheduled for July 22, has been moved to September 3. Pedal 4 Possible will now be a week-long, virtual event from September 19-26. The safety of our participants and community is our highest priority, and we are actively monitoring the COVID-19 situation. We are following Craig Hospital and governmental directives and will update you should things change. Updates on Craig’s pandemic response can be found at craighospital.org/covid-19.
**PUSH Gala**

**Date**  
Saturday, February 29, 2020  
5:30 p.m. Cocktails and Silent Auction  
7:00 p.m. Dinner and Program

**Location**  
Hyatt Regency Denver at Colorado Convention Center  
650 15th St.  
Denver, Colorado

**About the Event**  
Craig’s biggest fundraiser of the year, the annual PUSH dinner, raises money to support Craig’s programs and research. The 2019 event, presented by NexGen, raised over $2 million. More than 1300 people usually attend PUSH.

Proceeds from the PUSH Gala fund Craig’s unique culture of care, programs like Therapeutic Recreation, Assistive Technology, Music Therapy, Community Reintegration and education and tutoring programs – which are generally not covered by insurance. PUSH funds also support research, including ongoing studies and clinical trials aimed at improving outcomes, reducing long-term complications, and enhancing quality of life for those affected by spinal cord and traumatic brain injury.

At each PUSH Gala, two special awards are presented. Nominations are accepted from Craig staff members and Craig doctors, and the honorees are selected by a committee made up of representatives from throughout Craig’s clinical departments.

The Dave and Gail Liniger Spirit of Craig Award recognizes an individual or family who brings to life the spirit of Craig Hospital through significant direct hospital involvement, philanthropic support, advocacy and volunteer efforts on Craig’s behalf, service to patients, or leadership at the hospital or foundation. Honorees embody Craig’s guiding principles of bravery, excellence, compassion, reliability, authenticity, innovation, and generosity. The award is named in honor of Craig graduates Dave and Gail Liniger, founders of RE/MAX International, who truly reflect the Spirit of Craig in their own lives.

**Past Spirit of Craig honorees include:**  
- Craig graduate Tom Castle and his wife Michele Castle, 2019  
- Craig former board member and volunteer Jo Donlin, 2018  
- Actor and disability inclusion advocate Regan Linton, 2017  
- South Metro Fire Fleet Services Bureau Chief Brian Brown and his wife Alice, 2016  
- Denver attorney Steve Peters, 2015

The Impact Award is given to a Craig Hospital graduate in recognition of his/her perseverance, dedication and determination to adapt to his or her injury and use the experience to make a positive difference in society. Honorees serve as a positive and influential role model to others in similar situations while impacting the broader community through their professional or personal achievement, innovation, advocacy, collaboration or service.

**Past Impact Award (formerly named the Inspiration Award) honorees include:**  
- Paralympian Tricia Downing, 2019  
- Construction safety advocate Sampson Briggs, 2018  
- Ski safety advocate Kelli Johnson, 2017  
- Former professional football player Mike Utley, 2016  
- Columbine High School shooting survivor Patrick Ireland, 2015  
- Former professional snowboarder Kevin Pearce, 2014  
- NYPD Detective Steven McDonald, 2013  
- Philanthropist, conservationist, and co-founder of RE/MAX, LLC, Gail Liniger, 2012  
- Transportation and trucking magnate Don Digby, 2011  
- World-renowned sculptor Glenna Goodacre, 2010  
- U.S. Paralympians Andy Cohn, Dave Denniston, David Lee, Jason Regier, Christina Ripp, Chance Sumner, and Matt Updike, 2009  
- Staff Sergeant Matthew Keil, Sergeant Jonathan Chase Gean, and Corporal Jason Murray, 2008  
- Wheelchair sports legend Randy Snow, 2007  
- Community leader and PUSH founder Art Seiden, 2006  
- Actress, singer, and advocate Dana Reeve, 2005

**PUSH 2020 Chairs and Table Sales Committee Members**  
The 2020 PUSH Chairs are Michael and Karen Long. The Table Sales Committee includes Jandel Allen-Davis, MD, Jake Burg, Stephanie Bodhi, Dan Campbell, Lisa Corley, Steve Elkay, Mary Feller, Chris Hadsall, Brad Hise, Mark Honnen, Shannon Lowe, and Alan Weintraub, MD.

**Past PUSH Chairs**  
- Charlie & Judy McNeil, Chairs 2019  
- Kent Thiry & Denise O’Leary, Chairs 2018  
- Dan & Stacey May, Chairs 2017  
- Don & Linda Childears, Chairs 2016  
- Charlie & Patti Nelson, Chairs 2015  
- John Ikard, Chair 2014  
- Peter & Sandy Burg and Bill & Lonna Lindsay, Co-chairs 2013  
- Mary & George Sissel, Chairs 2012  
- John & Martha Gart, Chairs 2011  
- Al Troppmann, Chair 2010  
- Denny O’Malley, Chair 2009  
- Greg & Sue Stevinson, Chairs 2008  
- Steve Hochhauser, Chair 2007  
- John & Katy Shaw, Chairs 2006  
- Gail Liniger, Chair 2005  
- Thomas Honig, Chair 2004  
- Don Kortz, Chair 2003  
- Art Seiden, Founder, 2002
Celebrating its 19th year, the annual PUSH dinner raises money to support programs, research, and the patient assistance funds.

Some benefits subject to print deadlines. Commit early to ensure maximum exposure. In order to have your logo used on electronic and print media, email james@craighospital.org a high resolution color version of your logo. The following formats are preferred: .ai or .eps. Craig is not responsible for poor quality renderings of logos submitted in low resolution or unaccepted formats.

### TICKETS AND ACCESS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor (Exclusive)</th>
<th>Beverage Sponsor (Exclusive)</th>
<th>Live Auction Sponsor (Exclusive)</th>
<th>Silent Auction Sponsor (Exclusive)</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table(s) for 10 guests w/premier seating</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>VIP table service with bar package</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Player spots at the 2020 Craig Hospital and RE/MAX, LLC Invitational Golf Tournament</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>President’s Circle membership - includes invitation to membership events</td>
<td>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</td>
<td></td>
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</tr>
</tbody>
</table>

### RECOGNITION

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting Sponsor (Exclusive)</th>
<th>Beverage Sponsor (Exclusive)</th>
<th>Live Auction Sponsor (Exclusive)</th>
<th>Silent Auction Sponsor (Exclusive)</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-60 second welcome video to play during program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo co-featured on step-and-repeat photo backdrop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo featured on two honoree videos</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in event program (Provided by sponsor)</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/2 Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>1/4 Page</td>
<td></td>
</tr>
<tr>
<td>Pre-event exclusive social media post recognizing sponsorship (28,000+ followers)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Recognition from the podium by event emcee during welcome</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day-of event Facebook post featuring sponsor</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day-of event Instagram story featuring sponsor</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shared post-event “Thank You” Twitter post</td>
<td>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on screens in ballroom during dinner</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linked logo on PUSH website and promotional emails</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on invitation (If purchased by November 1, 2019)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on your table</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Craig Foundation Newsletter following the event</td>
<td>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prominent logo recognition on signage on bar</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on cocktail napkins or stir sticks</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signature cocktail - named in sponsor’s honor</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on live auction paddle numbers</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition from podium as Live Auction sponsor</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in program on Live Auction item descriptions</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on Silent Auction website &amp; mobile app</td>
<td>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition at Silent Auction tables</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on Silent Auction assistant iPads</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on a portion of Patient Story cards on dining tables and in program</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition (name in text) on screens in ballroom during dinner</td>
<td>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition (name in text) on PUSH website</td>
<td>✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

### TAX DEDUCTION

<table>
<thead>
<tr>
<th>Tax deductible gift amount</th>
<th>Presenting Sponsor (Exclusive)</th>
<th>Beverage Sponsor (Exclusive)</th>
<th>Live Auction Sponsor (Exclusive)</th>
<th>Silent Auction Sponsor (Exclusive)</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$44,710</td>
<td>$36,130</td>
<td>$36,130</td>
<td>$36,130</td>
<td>$23,670</td>
<td>$13,670</td>
<td>$8,670</td>
<td>$3,670</td>
</tr>
</tbody>
</table>
CRAIG HOSPITAL GOLF TOURNAMENT PRESENTED BY RE/MAX, LLC

Date
September 3, 2020

Location
Sanctuary
7549 Daniels Park Road
Sedalia, Colorado

About the Event
This day on the links at the exclusive Sanctuary Golf Course raises money for the Craig Foundation’s funds that assist Craig patients and programs. Now in its 23rd year, the event has raised more than $3.1 million dollars. Around 120 golfers participate.

Thank you to our 2020 Co-Chairs, Ryan Beiser and Riki Hashimoto.

Important Notice: The Craig Golf Tournament, originally scheduled for July 22, has been moved to September 3. The safety of our participants and community is our highest priority, and we are actively monitoring the COVID-19 situation. We are following Craig Hospital and governmental directives and will update you should things change. For more information on COVID-related event adjustments visit craighospital.org/sanctuary.
CRAIG INVITATIONAL GOLF TOURNAMENT PRESENTED BY RE/MAX, LLC

For the past 23 years, Sanctuary has hosted a spectacular day of golf to raise money for individuals with spinal cord and brain injuries. craighospital.org/sanctuary

September 3, 2020

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<table>
<thead>
<tr>
<th>REGISTRATIONS</th>
<th>SOLD TO RICK &amp; BETSY Saxe</th>
<th>SOLD TO GE JOHNSON</th>
<th>SOLD TO FIRSTBANK</th>
<th>SOLD TO PERMOBIL</th>
<th>SOLD TO GARY LEIMER INC.</th>
<th>Individual Player Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of foursomes (four golfers)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakfast, lunch, snacks, and to-go dessert for each golfer</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RECOGNITION</th>
<th>SOLD TO RICK &amp; BETSY Saxe</th>
<th>SOLD TO GE JOHNSON</th>
<th>SOLD TO FIRSTBANK</th>
<th>SOLD TO PERMOBIL</th>
<th>SOLD TO GARY LEIMER INC.</th>
<th>Individual Player Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on welcome banner on bridge</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Verbal recognition from podium by CEO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on screens</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on hole signage</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text recognition on screens</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on select pin flags</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on general print signage</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recognition on exclusive signage at breakfast</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on exclusive signage on 1/2 of the golf carts</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on exclusive signage at two beverage stations</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on exclusive signage at driving range</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Company logo on event web page linked to your website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TAX DEDUCTION</th>
<th>Title Sponsor (exclusive)</th>
<th>$15,000</th>
<th>Cart Sponsor (exclusive)</th>
<th>$7,500</th>
<th>Brunch and Program Sponsor (exclusive)</th>
<th>$10,000</th>
<th>Individual Player Spot</th>
<th>$1,800</th>
<th>Driving Range Sponsor (exclusive)</th>
<th>$7,500</th>
<th>Beverage Sponsor (exclusive)</th>
<th>$7,500</th>
<th>Foursome Sponsor</th>
<th>$6,000</th>
</tr>
</thead>
</table>

$12,824 | $7,824 | $5,324 | $5,324 | $5,324 | $3,824 | $1,256 |

Sponsorship benefits are subject to change based on COVID-19 related accommodations.
PEDAL 4 POSSIBLE

Date
September 19, 2020

Location
PEARL iZUMi
101 South Taylor Avenue
Louisville, CO

About the Event
Pedal 4 Possible (P4P) is a charity ride benefiting Craig Hospital patient and programs. P4P brings together Craig patients, graduates, family, friends, staff, corporate and nonprofit partners, and other community members.

This year, P4P will be 100% virtual. This event combines a real-world activity with online elements. Instead of gathering physically on September 19th, we will celebrate what’s possible from our own homes and neighborhoods. This year, we are extending the event for a full week so people can recreate for Craig on their preferred day from September 19th-26th.

Not only does this ensure the safety of participants; it expands the reach and impact of the event. We encourage people from all over the country to ride, walk, run, roll, and recreate while raising money and awareness for Craig.

Sponsoring Pedal 4 Possible
While we wish we could gather at Pearl iZUMi’s P4P basecamp, cheer on riders, share resources, and eat tacos together, your sponsorship will still ensure a successful event and, most importantly, support Craig programs that help patients thrive.

Rest assured, your sponsorship will still be in the spotlight as we engage with participants virtually.
CRAIG PEDAL 4 POSSIBLE
The sixth annual charity bike ride along the Flatirons through Boulder County funds innovative therapy programs at Craig.

September 19 - 26, 2020

Some benefits subject to print deadlines. Commit early to ensure maximum exposure. In order to have your logo used on electronic and print media, email james@craighospital.org a high resolution color version of your logo. The following formats are preferred: .ai or .eps. Other accepted formats include .jpeg, .png, or .pdf. Craig is not responsible for poor quality renderings of logos submitted in low resolution or unaccepted formats.

### REGISTRATIONS & SWAG

| Complimentary event registrations + event BUFF Band | 8 | 4 | 4 | 4 | 4 |
| Complimentary jerseys or dri-fit shirts | 8 | 4 |

### RECOGNITION & ENGAGEMENT

**SOLD TO PEARL iZUMi**

- **Presenting Sponsor (Exclusive) $15,000**
  - Logo
  - Name
  - Recognition in all materials and a press release as Presenting Sponsor as printing deadlines allow
  - Recognition on signage during virtual opening ceremonies
  - Linked recognition on event webpage and in marketing materials as printing deadlines allow
  - Verbal recognition in virtual opening ceremonies
  - Tag in shared in-kind sponsor thank-you social media post
  - Recognition on jersey*
  - Opportunity to provide a lightweight swag item or brochure in participant packet**
  - Opportunity to record a 30 second video to be included in the virtual opening ceremonies (recording date to be set by Craig)
  - Sponsor highlight in one email prior to the ride (may be shared), participant private Facebook group, and Facebook event
  - Opportunity to provide (distanced) photos of your team participating in the event that will be featured on sponsor takeover day the week of the event
  - Recognition in the post-P4P Craig Foundation newsletter
  - Virtually host top fundraiser announcement for P4P
  - Provide words of encouragement to be included with a snack in participant packets**
  - Virtually announce prize drawing winners for P4P participants

| **Team Sponsor $1,500** | $13,776 | **Leader Sponsor $5,000** | $9,386 | **Peloton Sponsor $3,000** | $4,728 | **In-Kind Donation $1,500 value or more** | $2,728 | **In-Kind Donation $500-$1499 value** | --- | **In-Kind Donation $150 value or less** | --- | **Tax Deductible Gift Amount** | $32 |

*Sold to Pearl iZUMi*

*June 30 Deadline   ** August 15 Deadline
CONTACTS

SPONSORSHIPS
Becky Plunkett
Director of Corporate Partnerships
Craig Foundation
(303) 789-8166
bplunkett@craighospital.org

EVENT MANAGEMENT
Caroline Craven
Event and Volunteer Manager
Craig Foundation
(303) 789-8578
ccraven@craighospital.org

MARKETING/MEDIA
Jordan Ames
Communications Manager
Craig Foundation
(303) 789-8108
james@craighospital.org

CRAIGHOSPITAL.ORG/FOUNDATION
CRAIG FOUNDATION MAILING ADDRESS
3425 S. Clarkson St., Englewood, CO 80113

CRAIG FOUNDATION PHYSICAL ADDRESS
880 E. Hampden Ave., Englewood, CO 80113

CRAIG FOUNDATION PHONE
303-789-8650

CRAIG FOUNDATION FAX
303-789-8940