

# Are You Down with YPP?



## About The Young Philanthropists Project

We are excited to invite you to get involved with CASA (Court Appointed Special Advocates) and the Young Philanthropist Project (YPP) of Adams and Broomfield Counties!

The Young Philanthropist Project (YPP) was instituted this year as trends showed that it was necessary for people in their 20s, 30s and 40s to get involved in philanthropic ventures in order to ensure that our communities move forward with the support they need. **The premise of the YPP is "Small Change, Changing the World."** The group operates under the concept that it is crucial to engage younger generations with philanthropy by offering affordable ticket prices to events, providing reasonable ways for them to make financial contributions and by offering fun, appealing events that offer networking opportunities and access to trendy venues. The YPP is committed to helping raise money and recruit volunteers for CASA so that it can continue to serve abused and neglected children in our community.

CASA (Court Appointed Special Advocates) of Adams & Broomfield Counties is a 501(c)(3) nonprofit organization that recruits, trains, supports and supervises community volunteers who advocate for abused and neglected children who are involved in the court system, *through no fault of their own*. It is essential to raise funds and awareness, through special events, so that CASA volunteers can continue to ensure safety, appropriate services, and permanent homes for the over 1,500 innocent child victims of abuse and neglect who reside in our communities.

### Friends of YPP also receive...

- Press release highlighting your business & announcing YPP Sponsorship
- Sponsorship Recognition at all YPP Mini Events
- Prominent placement on YPP Web Page directly on the CASA Website
- Prominent placement on YPP FaceBook Page
- Mention in all YPP related Media Releases
- Placement in YPP Quarterly Newsletter
- Opportunity to attend monthly YPP Meetings



303.655.3927  
www.casa17th.org

CASA is a 501(c)(3), Non-Profit Program.

## Become a Friend of YPP

**A \$2,500 Friend of YPP investment will provide you with recognition as a Major YPP Program Sponsor and a Sponsor for the following events...**

### Night at the Races: February 27, Pinocchio's: Value \$500

- **4 Tickets to the Event**
- Mic Time, opportunity to greet attendees on stage
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company
- Verbal recognition at the event

### Miniature Golf Tournament, TBD: Value \$500

- **2 Golf Team Slots (8 golfers, teams of 4)**
- Exclusive Hole Sponsorship with opportunity for Company table
- Mic Time, opportunity to greet attendees on stage
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company

### Comedy for CASA 2x's a Year, Summer & December: Value \$500 each

- **4 Tickets to the Event**
- Mic Time, opportunity to greet attendees on stage
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company
- Verbal recognition at the event

### One additional YPP Signature Events will be developed this year: Value \$500 each

- **4 Tickets to the Event**
- Mic Time, opportunity to greet attendees on stage
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company
- Verbal recognition at the event



Young Philanthropist Project  
Adams & Broomfield Counties

# Become a YPP Pal

A \$1500 YPP Pal investment will provide you with recognition as a Major YPP Sponsor for the following events...

## Night at the Races: February 27, Pinocchio's: Value \$500

- **4 Tickets to the Event**
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company
- Verbal recognition at the event

## Miniature Golf Tournament, TBD: Value \$500

- **2 Golf Team Slots (8 golfers, teams of 4)**
- Exclusive Hole Sponsorship with opportunity for Company table
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company

## Comedy for CASA 2x's a Year, Summer & December: Value \$500 each

- **4 Tickets to the Event**
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company
- Verbal recognition at the event

## Two additional YPP Signature Events will be developed this year: Value \$500 each

- **4 Tickets to the Event**
- **Prominent** Placement of Banner at the Event
- Name/Logo **prominently** placed on all event related materials, including e-mail blasts to a support base of over 2,000 individuals and media releases
- Name/Logo placed on website with a link to your company
- Verbal recognition at the event

So what is the payoff for supporting the YPP & CASA? Sure, it may just be the right thing to do, but what about taking care of the bottom line?

As a sponsor your company will be visible to loyal YPP and CASA supporters that range in age from twenty to forty-five years of age. This age group garners a large portion of a consumer market that is socially conscious and savvy about patronizing those businesses that are committed to their communities.



By supporting the YPP, you are helping to make a difference in the lives of abused & neglected children, right here in your community!  
"Small Change, Changing the World"

## Why Become a Supporter?

Nearly nine in 10 Americans say that is important that business, government and non-profits collaborate to solve pressing social and environmental issues.

88% of consumers surveyed say that they are likely to switch from one brand to another brand when they are similar in price and quality, if the other brand is associated with a good cause.

Employees are seeking more meaningful work. Companies that provide substance & meaning through partnerships with causes will be rewarded with high employee pride, morale & retention.

Source: Cone Cause Marketing Study.

Friend of YPP and YPP Pal Sponsorships are for a one year time period.



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