



Walk to **EMPOWER**

SATURDAY, JUNE 22, 2019
9:30 A.M. TO 1 P.M.



*empowering the lives of
adults with special needs*



**Wellspring...empowering the
lives of adults with
special needs**



What Wellspring Offers...

Incredible educational, enrichment and business enterprise opportunities to adults with Down Syndrome, Autism, and other special needs. We strive to give these adults the opportunity to live full, productive and satisfying lives in a God-centered and spiritually nourishing environment. Wellspring is an innovator in the field, having conceived, designed and executed a brand new delivery model of services to adults with developmental and intellectual disabilities. We call the folks we serve STARS – Specially Talented Adults Raising Standards.

We operate a full production bakery, gourmet café, art studio and gardens where our STARS are engaged in meaningful, productive work in a place where they are fully understood and accommodated. We offer over 40 different enrichment classes, including dance, CrossFit, choir, science and much more, so our STARS can live life to the fullest.



Our Vision

To dramatically scale our organization and offerings so as to empower and spiritually nourish many more STARS.

This summer we will be launching our first satellite program in Colorado Springs to expand our reach.



Why YOU Should Sponsor...

Your support will help fund this extraordinary mission that is radically changing the lives of adults with special needs!

Wellspring's 2018 Inaugural Walk to Empower raised over \$50,000 from 240 walkers from Douglas, Arapahoe, Denver, Jefferson and Elbert Counties. Given all of our impressive accomplishments last year and all of our exciting prospects for 2019 and moving forward, we expect this year's Walk to Empower to far exceed last year's performance.

YOU can give back to your community by helping those who need it most while increasing your brand exposure and elevating your corporate identity in the process. Did you know...

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
- 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a cause
- 50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services (44% in the U.S. and 38% in Canada)

Source: <https://nonprofitHub.org/nonprofit-marketing-plan/five-things-corporate-sponsors-want-nonprofits/>

Come Live Among the STARS!

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The Wellspring Bakery: Established as our very first special enterprise, our bakery gives our STARS the opportunity to learn kitchen safety and all aspects of baking in a commercial kitchen. They are even involved in creating new recipes.



The Wellspring Cafe: Our cafe is a unique business enterprise where trained staff and volunteers work alongside adults with developmental disabilities to give them the support they need to be successful in hosting, serving and bussing. We eliminate the fear of failure and give our STARS the opportunity to experience a sense of pride and dignity, while dismantling misconceptions about adults with special needs.



The Wellspring Art Studio: The Art Studio engages our STARS in the creative process as they learn woodworking and ceramics and enjoy the thrill of creating beautiful decorative crafts including our popular Colorado State flags. Our products sell at local retail shops.



Enrichment Classes: We strive to engage our STARS cognitively, physically, socially, emotionally and spiritually – the whole person. We do this by offering a wide variety of educational and enrichment classes such as life skills, art therapy, music, knitting and much more. Our many community collaborations include the Lone Tree Arts Center where our STARS learn how to usher for sensory friendly events and the Castle Rock Police Department where they learn adaptive cycling. In our Wellspring Wonders Choir, our STARS have the unique opportunity to receive musical training from a professional vocal coach and the thrill of performing before audiences.



Club 21: Our social and recreation club for adults with special needs gives these individuals a weekend evening out with their peers in a safe and supervised setting. Trained staff and volunteers provide our STARS a structured yet fun evening including such activities as game nights, karaoke, dances and much more.



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Marketing Reach for Wellspring Sponsors

Douglas County

- A well-educated audience: 58% of Douglas County residents have a bachelor's degree or higher
- Estimated population of Douglas County is 335,299
- An affluent audience: Douglas County has a median household income of \$111,154
- Douglas County ranks 7th in the nation for highest median household income among counties with populations of 65,000 or more.
- The marketing reach includes an audience outside of county: 56% of Douglas County residents work outside of Douglas County

Colorado Springs

- 34% of Colorado Springs residents have a bachelor's degree or higher
- Population of more than 465,000
- Colorado Springs has a median household income of \$58,158

Additional information: <http://www.douglas.co.us/documents/douglas-county-economic-development-profile.pdf> , <https://www.census.gov/quickfacts/fact/table/coloradospringscitycolorado,douglascountycolorado/PST045217>

Wellspring Pre-event marketing impressions

- Email blasts to over 2,000 Wellspring Community recipients
- Potential to reach additional audience through Wellspring's numerous partnerships
- Advertising throughout Denver Metro area
- Advertising on social media with reach upwards of 6,000/month

Wellspring Cafe impressions

- Cafe located inside of The Emporium, a destination shopping experience where customers can spend a day shopping, dining and unwinding
- Café averages more than 120 customers per week
- Social media reach for Cafe over 1,000/week
- The Emporium has increased sales 30% since Wellspring Cafe opened in February 2016



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Walk to **EMPOWER** *Come Join us!* **Sponsorship Levels**

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Sponsorship Benefits	\$500	\$750	\$1,500	\$2,500	\$5,000
Booth at our event to hand out flyers and promotional merchandise	✓	✓	✓	✓	✓
Recognized as a sponsor via PA announcement on stage at the event	✓	✓	✓	✓	✓
Your Logo featured on the following: • Wellspring Walk to Empower t-shirt • Wellspring Walk to Empower event banner		✓	✓	✓	✓
Your Logo featured on or in the following: • Newsletter • Social Media • Event Page • Flyers posted around the community			✓	✓	✓
Gift certificates for 4 free lunches at Wellspring Cafe				✓	✓
365 day recognition as an Ongoing Partner on our website and in all newsletters					✓

**For more information
please contact:**

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**If your logo is to be included on
T-Shirts, please submit logo and
payment no later than May 15, 2019.
All other sponsors payment and logo
due no later than May 15, 2019. (Please
submit your logo as a vector format.)**

YES! I would like to sponsor **WELLSPRING** for the 2019 **Walk to EMPOWER** at the following level.

- Please check appropriate box ☐ \$500 ☐ \$750 ☐ \$1,500 ☐ \$2,500 ☐ \$5,000

Please print the name of your company as you would like it to appear on promotional materials.

Only one business name per sponsorship.

Company Name: _____

Address: _____ City, State, Zip Code: _____

Website Address: _____ Email: _____

Business Phone: _____ Cell Phone: _____ Amount Donated: _____

For more information on the **Walk to EMPOWER, go to weAREwellspring.org**