

Community Corporate Partner Program



PUEBLO
SCHOOL DISTRICT 60
Educating for Purpose and Impact

2022-2023



Aaron Bravo

Director of Athletics/Activities

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Pueblo, Colorado 81003

Dianne Carrillo – *Administrative Secretary*

July 2022

Dear Pueblo Business Leader:

Throughout the state of Colorado, the city of Pueblo is known for its competitive athletic programs. Pueblo School District 60 recognizes athletics and student activities instill a sense of pride in school and community, teach life lessons, as well as support a student's physical, social, and academic development.

Pueblo School District 60 has long-standing partnerships with the local corporate community to generate funding to support district athletic programs. District 60's corporate partner program offers a real win-win opportunity. D60 students benefit directly from these contributions while our partners gain valuable advertising exposure. Pueblo School District 60's corporate partners are seen as positive contributors to the youth in our city.

Corporate sponsorships benefit district athletic programs in a variety of ways. The additional funding has enabled the district to improve athletic facilities, purchase additional equipment, and increase the number of programs available to students. These added funds are also used to help defray the cost of participation fees for students who need assistance.

Pueblo believes in the value of athletic participation, and few communities in the nation can match the level of support Pueblo shows its youth. By becoming a Pueblo School District 60 Corporate Partner, you can help your business reach its marketing and business goals while supporting tomorrow's athletic and academic leaders.

Thank you for your continued support.

Sincerely,

Aaron Bravo

Director of Athletics/Activities



2022 – 2023
**Community Corporate Partners
Program**

Over \$3.9 million generated for our student athletes!

Accomplishments

- ▶ Funding to each high school to enhance athletic budget
- ▶ Purchase ambulance service for Pueblo School District 60 athletics
- ▶ Added games to sub-varsity sports (softball, soccer, volleyball)
- ▶ Renovations at Dutch Clark Stadium (last 10 years)
(installed new track, installed a state-of-the-art synthetic turf playing surface, installed new scoreboard and sound system, purchased utility vehicle, installed fence around track, installed new bleachers)
- ▶ Renovations to middle and high school athletic areas
(New competition wrestling mat at high schools and middle schools, new state-of-the-art timing system/scoreboard at Centennial High School, swimming pool, new uniforms for all middle school sports, football scoreboards at Centennial and South. Basketball scoreboards at East and South.)



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Facts

- ▶ The Pueblo School District 60 Corporate Partner Program is in its 28th year
- ▶ Over \$3.9 million has been raised in the first 25 years
- ▶ Over 93.7% renewal rate from year to year
- ▶ The Corporate Partner Program:
 - has insured the continuance of athletic programs
 - reaches over 2.1 million fans at over 2,700 high school athletic events in 25 years
- ▶ Approximately 7,200 student athletes will be positively impacted by your support
- ▶ 35 local businesses participated last year



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LEVELS OF OPPORTUNITY

GOLD PACKAGE

\$9,000

SILVER PACKAGE

\$4,500

BRONZE PACKAGE

\$1,500



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GOLD PACKAGE

\$9,000

- ▶ One - 3' x 6' banner at high school gym of choice – Corporate Partner provides banner
- ▶ Full page ad in all football programs
- ▶ Two PA announcements per game at Dutch Clark Stadium and the State Fair Events Center
- ▶ Business logo displayed on the video board at Dutch Clark Stadium on game days
- ▶ Business mention during pre-game "radio"
- ▶ One 4' x 25' banner at Dutch Clark Stadium and the State Fair Events Center - Corporate Partner provides banner
- ▶ A Corporate Partner Game Day with opportunity to present products (opportunity for premium game – Bell game @ \$5,000 and Cannon Game @ \$3,000)
- ▶ Logo on Pueblo School District 60 web site with link to corporate partner's web site (subject to District approval)
- ▶ First right of renewal
- ▶ 10 parking passes at Dutch Clark Stadium and State Fair Events Center
- ▶ 20 all-sports regular season passes
- ▶ May claim to be an official sponsor of Pueblo School District 60 athletics



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SILVER Package

\$4,500

- ◆ Half page ad in all football programs
- ◆ One - 2' x 4' banner at the high school gym of choice – Corporate Partner provides banner
- ◆ One PA announcement per game at Dutch Clark Stadium and the State Fair Events Center
- ◆ Business logo displayed on the video board at Dutch Clark Stadium on game days
- ◆ Business mention during pre-game "radio"
- ◆ 10 all-sports regular season passes
- ◆ One 3' x 15' banner at Dutch Clark Stadium and the State Fair Events Center - Corporate Partner provides banner
- ◆ May claim to be an official sponsor of Pueblo School District 60 athletics
- ◆ Listing on Pueblo School District 60 web site (subject to District approval)



2022 – 2023
**Community Corporate Partners
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BRONZE Package

\$1,500

- ◆ Quarter page ad in all football programs
- ◆ One PA mention per game at Dutch Clark Stadium and the State Fair Events Center
- ◆ Business logo displayed on the video board at Dutch Clark Stadium on game days
- ◆ Business mention during pre-game "radio"
- ◆ Four all-sports regular season passes
- ◆ May claim to be an official sponsor of Pueblo School District 60 athletics
- ◆ Mention on Pueblo School District 60 web site (subject to District approval)



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**2019 – 2022
Corporate Partners**

GOLD Level

American Medical Response
Black Hills Energy
CSU-Pueblo / Rev 89
Dan DeRose

Champions Family Medical
PepsiCo
Pueblo Community College
Pueblo Community Health Center

Spectrum
Wagner Rents
Wal-Mart Supercenters

SILVER Level

Applebees
Parkview Medical Center
Mr. Penguin Tuxedo

Olive Garden
Pueblo West Tent

Sunflower Bank
Sunwest Educational C.U.

BRONZE Level

Big Daddy's Sunset Bowl
Champions Family Medical
Domino's
Gobin's

HUB International Insurance Services
The Imprinted Sportswear Shop
Little Caesar's Pizza
Pueblo Bank & Trust

Rocky Mountain Eye Center
Signs by Scott
Skate City

Pueblo School District 60

315 W. 11th Street
Pueblo, Colorado 81003

BOARD OF EDUCATION

Dr. Margaret Wright President
Mr. Tommy Farrell Vice President
Ms. Barbara Clementi Board Member
Dr. Matthew Cranswick Board Member
Dr. Kathy DeNiro Board Member

Non-Voting Members

David Horner Treasurer
Geri Patrone Secretary/Assistant Treasurer

SUPERINTENDENT OF SCHOOLS

Charlotte Macaluso

ATHLETICS/ACTIVITIES

Aaron Bravo Athletics/Activities Director

July 2022

Mission

To provide a high-quality education that assures each student the knowledge, skills, and dispositions to lead a life of purpose and impact.



Pueblo School District No. 60 does not discriminate on the basis of race, creed, color, sex, sexual orientation, gender identity/expression, marital status, national origin, religion, ancestry, age, disability, need for special education services, genetic information, pregnancy or childbirth status, or other status protected by law in admission, access to, treatment or employment in its educational programs or activities. Additionally, a lack of English language skills is not a barrier to admission or participation in activities. The following individuals have been designated to handle inquiries regarding the non-discrimination policies: Eric DeCesaro, EEO/Affirmative Action/Title IX/Section 504 Compliance Officer for complaints involving employees, and Andrew Burns, Title IX Compliance Officer for complaints involving students. Both individuals can be located at 315 West 11th Street, Pueblo, Colorado 81003, (719) 549-7100. Complaint procedures have been established for students, parents, employees, and members of the public. (Policy AC, AC-R).

Si tiene alguna pregunta sobre esta información, por favor llame a la escuela de su niño.