



CP OF COLORADO PRESENTS



18TH ANNUAL

# GREAT BALLS OF FIRE

## 9-BALL BILLIARDS CHALLENGE

FEBRUARY 3 & 4, 2012

THE HOTTEST GAME IN TOWN!



SPONSORSHIP OPPORTUNITIES NOW AVAILABLE!



## 18th Annual Great Balls of Fire 9-Ball Billiards Challenge

February 3 & 4, 2012

Wynkoop Brewery in Downtown Denver

Benefiting CP of Colorado's Kyle E. Fisher Memorial Fund



### GOODNESS ...

The Great Balls of Fire 9-Ball Billiards Challenge is all about the goodness in people who want to make a difference in the lives of children and their families. Hosted by the Colorado Professional Firefighters, Denver Firefighters Local 858 and Wynkoop Brewing Company, this very special event is much more than a pool tournament. It is a benefit for Cerebral Palsy of Colorado's Kyle E. Fisher Memorial Fund. Parents, Brian & Kelli Fisher, set up the memorial fund in honor of their son, Kyle, who was born with Cerebral Palsy. Proceeds from this uplifting event help CP of Colorado provide scholarships for therapy and early education for children who otherwise would not receive these services. It is a fitting tribute and meaningful way to share with others the spirit, courage and inspirational joy for life and learning that Kyle embraced so strongly.

### GRACIOUS...

What makes a truly remarkable and successful event? Simply put, the graciousness of our sponsors and contributors who make it all happen! At the Great Balls of Fire 9-Ball Billiards Challenge, everyone's a winner! Your participation is the start of a winning opportunity that will not only help children, but also provide tremendous exposure for your company and a great chance to meet new friends, clients and future customers! Eighty-eight cents of every dollar goes directly into the Kyle E. Fisher Memorial Fund.

### GREAT BALLS OF FIRE!

Sound the alarm! Fun is guaranteed to break out when you attend the Great Balls of Fire 9-Ball Billiards Challenge. This two day event begins with a Friday night warm-up party at the Denver Firefighters Museum in Denver. Bring the whole family and experience an evening filled with plenty of good food, fun and entertainment. This entertaining gathering will make for a lively evening of fun and amusement for everyone.

On Saturday, amateur players and celebrities team up at Wynkoop Brewing Company for an afternoon of friendly competition at the pool tables. The day's event will feature sports celebrities, Denver Bronco cheerleaders, great food, a silent auction and a grand prize for the winning team. Please join us at The Great Balls of Fire Billiards Challenge—the hottest game in town!



**CP OF COLORADO™**

Education. Employment. Support.™

# LAST YEAR, WE HELPED 40,492 COLORADO FAMILIES IMPACTED BY CHALLENGES AND DISABILITY



Every human being deserves the chance to learn, the chance to earn a paycheck and the chance to connect with his or her community. That's why CP of Colorado uses donations from people like you to help disabled individuals and their families gain access to early intervention programs, job training and placement programs, and family support networks.

**DONATE TODAY AND TAKE COMFORT IN KNOWING 87 CENTS OF EVERY DOLLAR YOU GIVE GOES DIRECTLY INTO PROGRAMS AND SERVICES.**  
Visit us at [cpc.org](http://cpc.org)



# Child Care for All Children, All Needs

Creative Options Readies Each Child for Kindergarten

By REBECCA LANDWEHR

PHOTOGRAPHS BY LARRY LASZLO

**MISSY OLLER KNEW HER CHILD-CARE CENTER** was an ideal setting for kids with special needs. What she didn't know was that soon her own child would have special needs.

"It's the perfect melting pot," says Oller. "If you want a real-world perspective for your kids, you'll find it here."

Acceptance of all children, regardless of any physical or mental challenge, is the driving

force behind Creative Options Centers for Early Education, a division of Cerebral Palsy (CP) of Colorado. Creative Options has five sites in the Denver metro area that accept children from birth to 5 years old. Some 700 families have children enrolled in the centers.

The children follow a detailed curriculum that prepares them for kindergarten. In addition, Creative Options gives each child vision, hearing and developmental screenings within 45 days of his or her enrollment. As well-child and dental checkups are done, results go into the child's file and into the Creative Options tracking database. Each classroom



has a book for staff use that lists any child with a history of health concerns or a special diet. As children arrive daily and throughout the day, the staff keeps a watchful eye on their health. Nurses are on staff for concerns or emergencies. The philosophy: A healthy child is better prepared to learn.

“Identifying a child’s health, whether the child is in good health or has challenges, really removes the barriers to learning,” says Judith Ham, executive director of CP of Colorado.

The center’s focus on health proved pivotal for Oller’s son, Riley. The boy began going to a Creative Options facility down the hall from his mom’s office when he was just 6 weeks old. At 4 months, he developed hives. Missy, a parent educator with CP of Colorado, thought it was just heat rash, but her son’s child-care providers suggested Riley see the center’s staff nurse. After her examination, the nurse sent Riley for allergy tests. Dozens of pinpricks later, he was found to be allergic to dairy, eggs, peanuts and shellfish.

As Oller started making adjustments to the family’s diet, Riley’s child-care workers prepared to manage his diet in their classroom. They posted “peanut-free” signs everywhere and made him special snacks without eggs or dairy products.

Providing all of a child’s meals during the day sets Creative Options apart from other centers. Creative Options centers also offer health and dental screenings for all children. It doesn’t matter if a child is part of the Head Start program or has serious developmental disabilities or is paying full price (about \$12,000 a year).

“It’s unheard of,” says Oller, whose 18-month-old daughter Karris also attends the center. “I don’t know of another program doing dental screenings in Denver. They initiate the visit when they’re a year old so it’s not so scary when they’re older.”

The majority of children enrolled with Creative Options qualify for Head Start or Early Head Start programs, which means their families are living below the federal poverty line. Federal poverty guidelines vary by family size and place of residence. For the 48 contiguous states, a family of four making less than \$20,650 yearly is considered to be living in poverty. For a single person, the amount is \$10,210.

The combination of high-quality medical

**◀ Missy Oller and her son, Riley, play together at Creative Options.**



**▲ Judith Ham**

screenings with top-notch early education means these children are ready to learn in a traditional classroom, says Ham.

“We provide a totally comprehensive program – including family support, education, quality child care, and health and development services – to every family, whatever financial situation they’re in,” says

Ham. “We include children of all abilities in the same environment so they learn best from each other.”

In Riley’s class, one child needs a feeding tube while another relies on a wheelchair. Because he knows children who come from different backgrounds with various social and emotional challenges, Riley is accepting of the differences in children, Oller says.

“It becomes part of the norm. Kids understand ‘that’s just the way he is’ without there being a

**“WE PROVIDE A TOTALLY COMPREHENSIVE PROGRAM ... TO EVERY FAMILY, WHATEVER FINANCIAL SITUATION THEY’RE IN. WE INCLUDE CHILDREN OF ALL ABILITIES IN THE SAME ENVIRONMENT SO THEY LEARN BEST FROM EACH OTHER.”**

**> JUDITH HAM**

**EXECUTIVE DIRECTOR, CP OF COLORADO**

glaring spotlight. The kids see how one another adapts,” she explains. “It helps the parents, too. ... When we all get together for class events, the kids lead the way. They are friends with everybody and the parents ultimately meet each other on that common ground.”



**Operated by CP of Colorado, Creative Options Centers for Early Education was awarded a three-year grant from The Colorado Health Foundation to help reduce enrollment in special education services; improve access to immunizations; and provide health assessments, physicals, developmental screenings, dental care and health education to improve health outcomes for children and their families.**



## **18th Annual Great Balls of Fire 9-Ball Billiards Challenge**

February 3 & 4, 2012

Wynkoop Brewery in Downtown Denver

Benefiting CP of Colorado's Kyle E. Fisher Memorial Fund

---

### *Need to Know*

#### **Warm-Up Party**

~ Event Date: Friday, February 3, 2012

~ Denver Firefighters Museum at 1326 Tremont Place, Denver, CO 80204.

#### **Great Balls of Fire Billiards Challenge**

9-Ball Amateur Tournament

~ Event Date: Saturday, February 4, 2012

~ Location: Wynkoop Brewery, 1634 18th Street

- ~ Detailed sponsor information will be provided pre-event.
- ~ \*Ad Deadline for program inclusion is January 10, 2012.
- ~ \*Deadline for inclusion on T-Shirt is January 10, 2012.
- ~ \*Deadline for inclusion on table/event signage is January 18, 2012.
- ~ \*items received after deadline cannot be included.
- ~ \*CP of Colorado is not able to prepare logos or ads for sponsors.

Get involved with this event and receive an amazing marketing opportunity. As a sponsor you can put in anything you want in the auction or goodie bags. The more items you donate the more exposure your company receives!

### *Good to Know*

The Great Balls of Fire Billiards Tournament is hosted by the Colorado Professional Firefighters, Denver Firefighters Local 858 and Wynkoop Brewing Company.

~ In the unlikely event an emergency occurs and the tournament is cancelled for any reason, sponsorships become tax deductible donations and are non-refundable.

#### Event Contact Information

Cerebral Palsy of Colorado

801 Yosemite Street, Denver CO, 80230

303-691-9339 office, 303-691-0846 fax

[www.cpc.org](http://www.cpc.org)

Federal ID#: 84-0420225

#### **Questions? Please contact:**

Liz Neafus-Stenzel

Director of Public Relations, CP of Colorado

Phone: 303-226-5521 Email: [lizns@cpc.org](mailto:lizns@cpc.org)

Terri Armstrong

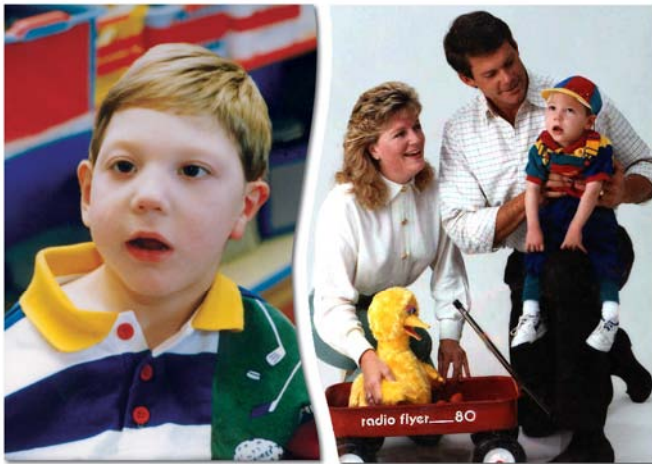
Special Events Manager, CP of Colorado

Phone: 303-226-5520 Email: [tarmstrong@cpc.org](mailto:tarmstrong@cpc.org)



*“Great fun for a great cause. I have been involved with the billiards tournament for years. There’s no way I would miss it!”*

**Jim Benemann  
News 4 Denver  
Emcee**



**GOOD FRIENDS!**  
**Best Clients!**  
**Great Cause!**



# SPONSORSHIP BENEFITS

Presenting  
Sponsor

Hot Zone Warm  
Up Party Sponsor

Code 10  
Sponsor

Rescue  
Sponsor

Grand Prize  
Travel Sponsor

Table  
Sponsor

Contribution	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$900
Two person teams for staff and clients	5	4	3	2	1	1
Signs at both Friday and Saturday Events	25	15	10	5	2	
2 x 4 foot signs over pool tables	5	4	3	2	1	1
Company Provided Event Banners hung at both Friday and Saturday Events	5	4	3	2	1	
National Press Release announcing Presenting Sponsor	✓					
Logo in Press Release	✓	✓	✓	✓	✓	✓
Email blast announcing sponsorship to database of 1100 companies in oil and gas related industry including company logo & website address	✓	✓				
Name or Logo on Corporate Sponsor Awards	✓					
Name or Logo on Trophies	✓					
Logo on company provided food and beverage napkins and plates	✓	✓				
Logo on company provided coozies for all beers served at event both days	✓	✓				
Logo on table tents	✓	✓				
Name or Logo on name badges	✓	✓	✓			
Logo and website on company provided goodie bags	✓	✓				
Opportunity to speak at podium both Friday and Saturday	✓	✓				
Name or Logo on rule sheet	✓	✓	✓			
Logo on score cards	✓	✓	✓			
Full Color Center Spread Ad in Resource Guide/Event Program	✓					
Full Color Back Cover Ad in Resource Guide/Event Program		✓				
Half Page Ad in Resource Guide/Event Program						
Color Full Page Ad in Resource Guide/Event Program			✓			
Prominent Priority Placement of Logo on T-shirts	✓	✓	✓			
Logo on back of T-shirts				✓	✓	✓
Right of Promotion items in Goody Bags –cards, fliers, and logo items etc.	✓	✓	✓	✓	✓	✓
Logo on Posters given to all companies attending	✓	✓	✓	✓	✓	✓
Multi Media Presentation Slide with Logo and website Looping 20 Times Per Hour at Friday and Saturday Events.	✓	✓	✓	✓	✓	✓
Acknowledgment From Stage	✓	✓	✓	✓	✓	✓
CP Thank you event program	✓	✓	✓	✓	✓	✓
Proud Sponsor with logo and website in Resource Guide/Event Program					✓	✓
Event Website Banner	✓	✓	✓			
Event Sponsor Page w/ Links	✓	✓	✓	✓	✓	✓
CP Newsletter	✓	✓	✓	✓	✓	✓
CP Website	✓	✓	✓	✓	✓	✓
Volunteer Opportunities	✓	✓	✓			
Guest of honor at pre event sponsor party	✓	✓	✓			



# 18th Annual Great Balls of Fire 9-Ball Billiards Challenge

February 3 & 4, 2012

Wynkoop Brewery in Downtown Denver

Benefiting CP of Colorado's Kyle E. Fisher Memorial Fund

**YES!**

*I will show my support for Cerebral  
Palsy of Colorado's Children's programs  
by sponsoring at this level:*

- \_\_\_\_\_ \$25,000 Presenting
- \_\_\_\_\_ \$15,000 Hot Zone
- \_\_\_\_\_ \$10,000 Code 10
- \_\_\_\_\_ \$5,000 Rescue
- \_\_\_\_\_ \$2,500 Grand Prize Travel Sponsor
- \_\_\_\_\_ \$900 Table Sponsor

\_\_\_\_\_ I cannot sponsor, but would like to donate \$ \_\_\_\_\_

\_\_\_\_\_ Please Send Invoice \_\_\_\_\_ Please Send Invoice in January, 2012 \_\_\_\_\_ Check Included

\_\_\_\_\_ Please Bill \$ \_\_\_\_\_ To Visa or MasterCard (circle one)

Number \_\_\_\_\_ Exp Date \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name As Appears On Card

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Marketing Contact \_\_\_\_\_

**THIS EVENT SELLS OUT. RESERVE YOUR SPOT TODAY!**

Please fax form to 303-691-0846 Attention Liz or email confirmation to hold spot [lizns@cpco.org](mailto:lizns@cpco.org)

This form represents a promise of financial support; please retain a copy for your records.

**Questions? Please contact:**

Liz Neafus-Stenzel  
Director of Public Relations, CP of Colorado  
Phone: 303-226-5521 Email: [lizns@cpco.org](mailto:lizns@cpco.org)

Terri Armstrong  
Special Events Manager, CP of Colorado  
Phone: 303-226-5520 Email: [tarmstrong@cpco.org](mailto:tarmstrong@cpco.org)