

AS SEEN IN SPORTING CLAYS MAGAZINE!

THE 6TH ANNUAL

Straight Shot

SPORTING CLAY EVENT

Take your best shot!

**August 12 & 13, 2011
Colorado Clays in Brighton, Colorado**

A benefit for CP of Colorado



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energy**

August 12 & 13, 2011

**Two Full Days of Shooting
Colorado Clays in Brighton, Colorado**

The Matthew Higgins Cup

Friday - Corporate Shoot (100 Targets)

Dinner prepared by Halliburton

Cocktails and Cigars

Live & Silent Auctions

**Saturday - Individual NSCA Shoot
(100 targets)**

Awards & Prizes!

Now accepting sponsorships

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Take your best shot!

August 12 & 13, 2011
Colorado Clays in Brighton, Colorado

A Benefit for UCP Colorado



GET READY...

Prepare yourself for a fun time and friendly competition at the Straight Shot Sporting Clay Event at Colorado Clays in Brighton! Now in its 6th year, this unique fundraiser is one of the largest of its kind in the state! The Friday course is set for a fun day of amateur shooting with team scoring, followed by cocktails, cigars on the patio and dinner prepared by Halliburton. Awards complete the evening. Saturday is an officially sanctioned NSCA Individual Shoot. Join us for one or both days.

AIM...

By participating in the Straight Shot Sporting Clay Event, you'll be taking aim at more than just clay targets. You will also be helping to raise funds for UCP Colorado's programs and services. Last year alone, UCP Colorado provided help to nearly 39,000 Coloradoans in the areas of Early Education, Employment Services and through their six Statewide Family Support Services.

FIRE!

Take your best shot of the year by becoming a sponsor of this exciting event and making a difference in the lives of others. If you are not a shooter you can still sponsor, watch the fun, have dinner with us and make new friends and clients! The day will be a blast, so come on out for the ultimate Clay Shoot and see for yourself why this sport is sweeping the nation.



AS SEEN IN SPORTING CLAYS MAGAZINE!

Kids Win Again at the 5th Annual Cerebral Palsy Straight Shot Steven Clay Groh



Steven Clay Groh

In trying times it pays to be philosophical.

When a neighbor loses his house, when a friend is diagnosed with cancer, when a marriage dissolves into bitterness it is difficult to reconcile the promise of life with the reality of living.

And so it is for a young couple whose limitless joy at the birth of a child soon descends into unutterable despair, when they are told that their prized son or daughter is sentenced to an incurable illness and (they imagine) a life of suffering and ridicule.

Such thoughts come to mind from time to time, and so they did on Friday evening at Cerebral Palsy of Colorado's Straight Shot Sporting Clays Championship.

It had been a relaxing and enjoyable summer day beneath the rustling cottonwoods of Boxelder Creek at Colorado Clays, where shooters enjoyed a catered lunch, generous "goodie bags," golf carts, and plenty of cold drinks to while away the afternoon in the ample shade of the sporting layout - all of which were an ideal prelude to the hospitality which was to follow.

After an ego-boosting round, the contestants reveled in the camaraderie of fellow shooters and were treated to a fine array of single-malt scotch whiskies and hand-rolled cigars.

With one such cigar in hand and a dram of Ardbeg in the other I entertained the philosophical musings of Bud Ham, a management consultant, philosopher, fly fisherman, and sometimes shooter. "One of life's great truths," he said, "is that to get what you want in life you must give just such a thing in equal measure."

I nodded thoughtfully, but I suppose vapidly, for he continued, "For instance, if you want money, you give money. If you want respect, you give respect. If you crave love, you give love" – interesting stuff indeed.

Whether or not the shooters that gathered to aid those with Cerebral Palsy, a condition which afflicts over a million men, women, and children, had this in mind, it is hard to say.

But shooters indeed assembled – 240 strong - on August 13-14, 2010 to raise much needed treasure for CP of Colorado, which provides a wide variety of services for those who suffer the congenital disorder which causes a range of problems with learning, seizures, muscle control, balance, and coordination, skills which we shooters take for granted. And once again former 6-time All-Pro Denver Bronco linebacker, Karl Mecklenburg hosted the two-day affair combining hospitality, charity, and competition.

Friday's corporate day treated participants to a relaxed affair, with shooter- friendly targets set to please widely varying abilities. Most top-flight shooters posted scores well into the 90's, and "mulligans" were available for purchase to those interested in padding their scores - for a small donation.

To accommodate 240 shooters in one rotation, legendary Colorado shooting instructor, Warren Watson, a few years ago came up with a unique solution: 20 stations with three shooting stands each, whereby 60 shooters at a time could alternate shooting. Once again, it kept the targets flying and the shooters moving.

At day's end, the safety bracelets came off, and the aforementioned whiskies and cigars were offered up as a prelude to an auction of sporting guns, art, hunting and fishing trips, and other valuable items.

Halliburton had donated its extraordinary rolling catering rig, a fifty foot trailer complete with a commercial kitchen indoors and two massive smokers outdoors, to prepare what was a fine Texas style barbecue to conclude the first day's festivities.

For the championship event on Saturday, shooters were greeted with balmy temperatures, a gentle breeze, and a legitimately challenging course designed by Doug Kraft and operated by the capable crew at Colorado Clays. The targets were a match for Colorado's best shooters. In fact only one shooter broke into the 90's.

In the end, it was 2009 Straight Shot Champion, Chris Higgins, who prevailed with an 93, eclipsing three runners-up tied at 86: Jamie Blei, Frank Embree, and Heath Whitman. There was triumph and heartbreak in the ranks of each class, but the smiles outnumbered the scowls. But – then again – maybe that was whole point of the matter.

The 5th Annual Straight Shot Sporting Clays Championship was a shining example of the best our sport has to offer: raising over \$150,000 for the programs of Cerebral Palsy of Colorado, so that thousands of disabled people and their families will have a better opportunity to live productive and rewarding lives.

And, if Bud is right, a lot of shooters walked away richer too.



The Matthew Higgins Cup

On display at Cerebral Palsy Colorado

The Matthew Higgins Cup is named after event founders Chris and Kathy Higgins' son, born with Cerebral Palsy. Come out and meet Matthew and try to get your teams name on the trophy.



A special "Thank You" to past sponsors.



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Sponsorship Levels

\$25,000 Presenting

- Six (6) teams of four (4) Friday and Saturday
- Six (6) four (4) person carts Friday and Saturday
- Center Spread Full Color Ad in Program Guide
- 25 signs spread throughout venue
- Logo on left chest of t shirts given to all attendees
- Opportunity to put promotional items in auction and goodie bags



\$15,000 Flash Target Sponsor

- Five (5) teams of four (4) Friday and Saturday
- Five (5) four (4) person carts Friday and Saturday
- Two Full Page Color Ads in Program Guide
- 15 signs spread throughout venue
- Priority placement of logo on t shirts given to all attendees
- Opportunity to put promotional items in auction and goodie bags

\$10,000 International Target Sponsor

- Four (4) teams of four (4) Friday and Saturday
- Four (4) four (4) person carts Friday and Saturday
- One Full Page Color Ad in Program Guide
- 10 signs spread throughout venue
- Priority placement of logo on t shirts given to all Attendees
- Opportunity to put promotional items in auction and goodie bags



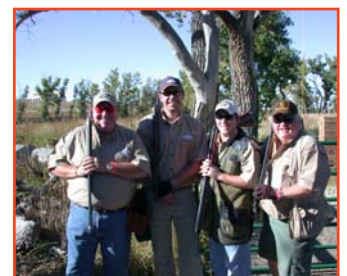
\$5,000 Battues Sponsor

- Two (2) teams of four (4) Friday and Saturday
- Two (2) four (4) person carts Friday and Saturday
- ½ Page Color Ad in Program Guide
- 5 signs spread throughout venue
- Logo on t shirts given to all attendees
- Opportunity to put promotional items in auction and goodie bags



\$2,500 Midis Sponsor

- One (1) team of four (4) Friday and Saturday
- One (1) four (4) person cart Friday and Saturday
- ½ Page B&W Ad in Program Guide
- 2 signs spread throughout venue
- Logo on t shirts given to all attendees
- Opportunity to put promotional items in auction and goodie bags



\$1,000 Chandelle Sponsor

- One (1) team of four (4) Friday OR Saturday
- One (1) four (4) person cart
- 1 sign at venue
- Logo on t shirts given to all attendees
- Opportunity to put promotional items in auction and goodie bags

\$500 Station Sign Sponsor



Take your best shot!



Need to Know

Friday, August 12, 2011

- 10:00 a.m. Games/Registration
- Noon Lunch
- 1:00 p.m. Shoot
- 5:00 p.m. Auction, Cocktails and Cigars on Patio
- 6:00 p.m. Halliburton Dinner and Corporate/Team Awards

Note: Shooting Games Open 10:00 a.m. to 4:30 p.m.

- ~ *Deadline for logo Inclusion for t-shirt is July 16, 2011
- ~ *Ad Deadline for program inclusion is July 28, 2011
- ~ *Items must be prepared to attached specs.
- ~ *Items received after deadline cannot be included.
- ~ *UCP Colorado cannot prepare logos or ads for sponsors.

Saturday, August 13, 2011

- Sanctioned NSCA Individual Shoot (Amateurs Welcome)
- 8:00 a.m. Games/Registration
- 10:00 a.m. Shoot
- ~ Note: Shooting Games Open at 8:00 a.m.

Good to Know

~ Eighty-seven cents of every dollar goes towards UCP Colorado's programs and services. In the unlikely event that adverse weather conditions exist, sponsorships become tax deductible donations and are non refundable.

Event Contact Information

UCP Colorado

801 Yosemite Street, Denver CO, 80230

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

www.cpc.org

Federal ID#: 84-0420225

Chrissie Butz, Manager of Special Events, Ext. 1162

Liz Neafus-Stenzel, Director of Public Relations, Ext. 1163, Cell 720-933-6164



Sponsorship Levels

	Presenting Sponsor	Flash	International	Battues	Midis	Chandelle	Station
Contribution	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Attendance	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
# of 4 person teams for staff and clients	6	5	4	2	1	1*	
# of 4 person carts	6	5	4	2	1	1*	
Signage	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Number of signs	25	15	10	5	2	1	1
# of company provided event banners	5	4	3	2	1		
Name and logo on tournament napkins and plates	✓						
All beverages served in company provided coozies	✓	✓					
Prominent priority placement of logo on t-shirts	✓	✓	✓				
Logo on back of t-shirts	✓	✓	✓	✓	✓	✓	
Press	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Press release announcing sponsorship	✓	✓	✓				
UCP Colorado Newsletter	✓	✓	✓	✓	✓	✓	✓
Event Materials	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Ad size in event program	Center Spread	Back Cover	Full	Half	Logo	Logo	Logo
Web Coverage	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Event website banner	✓						
Event Sponsor Page w/ Links	✓	✓	✓				
Acknowledgment	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Opportunity to speak on stage	✓						

* Friday OR Saturday



Take your best shot!



YES!

*I will show my support for UCP
Colorado's programs and services by
sponsoring at this level:*

- _____ \$25,000 Presenting Sponsor
- _____ \$15,000 Flash Target Sponsor
- _____ \$10,000 International Target Sponsor
- _____ \$5,000 Battues Sponsor
- _____ \$2,500 Midis Sponsor
- _____ \$1,000 Chandelle Sponsor
- _____ \$500 Station Sign Sponsor

_____ I cannot sponsor but would like to donate \$ _____

_____ Please Send Invoice _____ 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

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, UCP Colorado
303-691-9339 x 1163, 720-933-6164 Cell, lizns@cpco.org
801 Yosemite Street, Denver CO, 80230, www.cpco.org