



Florence Crittenton Services 2010 Luncheon

CYCLES of Success

FEATURING **LINDA ARMSTRONG KELLY**, MOTHER OF LANCE ARMSTRONG

Sponsorship Opportunities for Florence Crittenton Services' 2010 Luncheon

This year, we celebrate all the ways that Florence Crittenton Services and the Florence Crittenton School create cycles of success for our graduates and their children. When a teenage girl becomes pregnant, it often spawns a generations-long downward cycle as her chances of dropping out of school increase, her income potential shrinks and she is more likely to rely on social services to survive. The next generation's prognosis is also bleak, with a higher likelihood that the child will also drop out, become a teen mother, end up in jail and/or rely on social services. But the Florence Crittenton School offers teen moms the opportunity to finish their high school education and learn parenting skills, while their children receive top-quality care and developmental support in our 3-Qualistar-rated Early Learning Center.

Together we create cycles of success!



LINDA ARMSTRONG KELLY,
the former teen mother of the ultimate “cyclist of success,”
7-time Tour de France winner **LANCE ARMSTRONG**,
will be keynote speaker at Florence Crittenton Services’
annual luncheon, Tuesday, Oct. 12, 2010, at the
Seawell Grand Ballroom

“My mother is my hero. She once told me, ‘If you can’t give 110 percent, you won’t make it,’ and I’ve never forgotten that. She is my best friend, my motivator, and my most loyal ally. I wish everyone had at least one person who inspires him or her the way my mother inspires me.”

—Lance Armstrong

Sponsor the luncheon and link your company to one of the world’s greatest champions, while supporting Florence Crittenton Services’ programs to help teen parents raise healthy families. Enjoy the benefits and visibility of the high profile that Linda Armstrong Kelly brings to the event – and be inspired!

Read on for information about the levels and benefits of sponsorship of Florence Crittenton Services’ 2010 Luncheon.

Some benefits are deadline dependent.

Please contact 303.321.6363 or sbanning@FlorenceCrittentonServices.CO org for additional information and questions.



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Florence Crittenton Services and the Florence Crittenton School

Helping teen parents raise healthy families

Florence Crittenton Services is a Denver-based non-profit that empowers struggling teen families to be productive members of the community. Using a holistic and proven approach, Florence Crittenton Services offers a spectrum of wraparound services for the entire teen family.

TEEN MOTHERS: For pregnant and parenting teen mothers, Florence Crittenton Services provides education, career guidance and parenting training at the Florence Crittenton School. In a unique collaboration with Denver Public Schools, Florence Crittenton Services helps teen mothers stay in school and graduate, give birth to healthy babies, learn how to be nurturing mothers, pursue post-secondary education and acquire marketable job skills. The Florence Crittenton School is the largest and most complete provider of services to teen mothers in Denver.

YOUNG FATHERS AND FAMILY MEMBERS: Florence Crittenton Services' Family Engagement Center offers a comprehensive array of integrated services to educate young fathers in the responsibilities and joys of fatherhood, and to help nuclear and extended family members learn how to support young mothers. Children of teen mothers have better outcomes if fathers are involved in their lives, and if the mother lives in a stable household.

BABIES & TODDLERS: Babies and toddlers of teen mothers attending the Florence Crittenton School receive early childhood education on-site at Florence Crittenton Services' licensed, Qualistar-rated Early Learning Center. The availability of on-site child care enables teen mothers at the school to graduate, increasing their ability to achieve self-sufficiency. The Early Learning Center also acts as a "parenting laboratory" where professionals teach teen mothers how to care for their children and promote their health and development.

Helping teen parents raise health families, Florence Crittenton Services is in the business of hope. Learn more at www.FlorenceCrittentonCO.org.

By sponsoring Florence Crittenton Services and the Florence Crittenton School, your company models its commitment to building a strong community.

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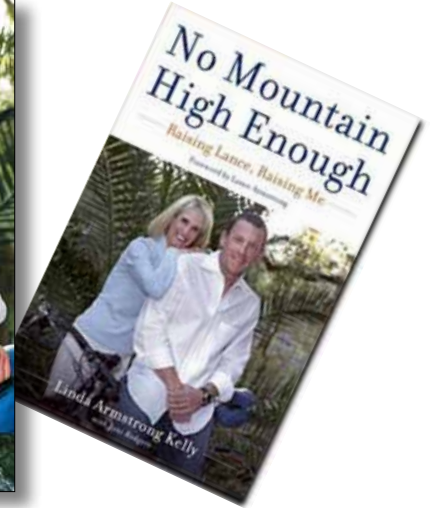
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Keynote Speaker

Linda Armstrong Kelly

**Author, Speaker and Mother of
7-time Tour de France Champion
Lance Armstrong**



At the Florence Crittenton School, operated by Florence Crittenton Services, we create cycles of success for teen mothers. Defying the age-old cycle of teen mothers dropping out of school and watching subsequent generations remain impoverished and dependent on social services, we produce empowered high school graduates prepared to forge successful lives and create cycles of success for their children.

Who better to represent this cycle of success than the ultimate cyclist of success, 7-time Tour de France champion Lance Armstrong, raised by a teen mom to become the most successful bicycle racer in history?

“How does a supermarket checkout girl produce a son who becomes a Tour de France champion? The theorists and social psychologists can bicker all they want over the nature vs. nurture question, but to me the matter’s settled. It’s perfectly clear: I owe it all to my mother.”

–Lance Armstrong

Linda Armstrong Kelly was just 17 when she gave birth to her only son Lance. Kicked out of her home and mired in an abusive relationship, she was a candidate for disaster. But armed with a fierce belief in herself and a tidal wave of love for her little boy, Linda got her GED, dedicated herself to overcoming the odds against her and became both a successful professional and a no-nonsense, empowering mom. Lance’s success is proof that empowered teen mothers can produce cycles of success. She is an inspiration to us all. Linda tells her story of perseverance in her book, *No Mountain High Enough: Raising Lance, Raising Me*.

Linda Armstrong Kelly was the subject of a one-hour television biography on The Learning Channel (TLC) entitled, *Raising A Champion: The Linda Armstrong Kelly Story*. Most recently, she received the “Outstanding Mother of the Year” award from the National Mother’s Day Committee. Her television appearances include *The Dr. Phil Show*, CNN and ESPN. She’s been featured in national magazines such as *People*, *The New Yorker*, *USA Today*, *Ladies Home Journal* and *Texas Monthly*, as well as many local newspapers, radio programs and television news shows.

Her resolve to find “the diamond in the Dumpster, the blessing in every bumper” set an extraordinary example for Lance – and will inspire the Florence Crittenton School’s teen moms to dream big and make a difference.



Benefits of Sponsorship

As a sponsor of Florence Crittenton Services' Fall Luncheon, your company will strengthen its reputation as a caring business leader committed to investment in Denver's citizens, and statistics show that people are more likely to patronize businesses they believe support the community. In appreciation for your financial commitment to Florence Crittenton Services and the Florence Crittenton School, your business will enjoy a number of benefits in exposure and amenities, depending on the level of sponsorship you choose. *(Benefits are deadline dependent.)*

PRESENTING SPONSOR

at the \$10,000 level

As the exclusive PRESENTING SPONSOR for Florence Crittenton Services' Fall Luncheon, your company will receive the following benefits:

- **EXCLUSIVITY** as presenting sponsor, highlighted in all luncheon communications
- Three complimentary tables of 9 at the luncheon *(The 10th seat is reserved for a Florence Crittenton Services staffer or teenage client, if desired)*
- 10 tickets to a special "Meet and Greet" event with keynote speaker Linda Armstrong Kelly at the LoDo home of Caz Matthews
- An opportunity to speak at the luncheon
- Your company mentioned in press releases before and after the event, and on online and printed calendars
- Live link from your company's logo to its website from Florence Crittenton Services' website
- Your company mentioned in online social networking communications (Twitter, Facebook, etc.)
- Your company featured at the luncheon's Registration Table
- Your company's logo featured on:
 - *Save the Date* communications (postcard and email)
 - Luncheon invitation
 - Invitation response cards
 - Promotional email communications before and after the luncheon
 - Luncheon audio-visual presentation
- Verbal recognition of your company from the podium at the luncheon
- Recognition of your company in the luncheon program
- Prominent mention of your company in the Florence Crittenton Services Annual Report, newsletter and website



BENEFACTOR

at the \$5,000 level

As A BENEFACTOR SPONSOR for Florence Crittenton Services' Fall Luncheon, your company will receive the following benefits:

- Two complimentary tables of 9 at the luncheon (*The 10th seat is reserved for a Florence Crittenton Services staffer or teenage client, if desired*)
- 6 tickets to a special "Meet and Greet" event with keynote speaker Linda Armstrong Kelly at the LoDo home of Caz Matthews
- Live link from your company's logo to its website from Florence Crittenton Services website
- Your company mentioned in online social networking communications (Twitter, Facebook, etc.)
- Your company featured at the luncheon's Registration Table
- Your company's logo featured on:
 - *Save the Date* communications
 - Luncheon invitation
 - Invitation response cards
 - Promotional email communications before and after the luncheon
 - Luncheon audio-visual presentation
- Verbal recognition of your company from the podium at the luncheon
- Recognition of your company in press releases before and after the event
- Recognition of your company in the luncheon program
- Prominent mention of your company in the Florence Crittenton Services Annual Report, newsletter and website

CONTRIBUTOR

at the \$2,500 level

As a CONTRIBUTOR, your company will receive the following benefits:

- One complimentary table of 9 at the luncheon (*The 10th seat is reserved for a Florence Crittenton Services staffer or teenage client, if desired*)
- 4 tickets to a special "Meet and Greet" event with keynote speaker Linda Armstrong Kelly at the LoDo loft of Caz Matthews
- Your company's logo featured on:
 - *Save the Date* communications (postcard and email)
 - Luncheon invitation
 - Promotional email communications before and after the luncheon
 - Luncheon audio-visual presentation
- Verbal recognition of your company from the podium at the luncheon
- Recognition of your company in the luncheon program
- Mention of your company in the Florence Crittenton Services Annual Report, newsletter and website



TABLE SPONSOR

at the \$1,500 level

**As a TABLE SPONSOR for Florence Crittenton Services' Fall Luncheon,
your company will receive the following benefits:**

- One complimentary table of 9 at the luncheon (*The 10th seat is reserved for a Florence Crittenton Services staffer or teenage client, if desired*)
- Verbal recognition of your company from the podium at the luncheon
- Recognition of your company in the luncheon program
- Mention of your company in the Florence Crittenton Services Annual Report, newsletter and website

PARTNERSHIP TABLE SPONSOR

at the \$750 level

**As a PARTNERSHIP TABLE SPONSOR for Florence Crittenton Services' Fall Luncheon,
your company will receive the following benefits:**

- 4 complimentary luncheon tickets
- Verbal recognition of your company from the podium at the luncheon
- Recognition of your company in the luncheon program
- Mention of your company in the Florence Crittenton Services Annual Report, newsletter and website

For more information or to become a sponsor of the Florence Crittenton Services Luncheon featuring Linda Armstrong Kelly, contact Suzanne Banning, Florence Crittenton Services' Vice President of Development & Marketing, at sbanning@FlorenceCrittentonCO.org, or 303-321-6363, ext. 203.

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