

2015  
Sponsorship  
Guide

# SEEDS *of* CHANGE



Boulder Institute for  
Psychotherapy & Research

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AT BIPR  
WE HELP SEEDS *Bloom*



BIPR invites you to become a sponsor of the  
**2015 SEEDS *of* CHANGE** fundraiser.

## WHY SPONSOR BIPR'S SEEDS *of* CHANGE

BIPR's Seeds of Change Sponsorship is a powerful marketing tool. Your business has been very **selectively chosen** by BIPR for this opportunity because of your values. This partnership gives you the **opportunity to meaningfully connect with BIPR's community, as well as show the Boulder community that your organization shares the values of positively transforming the lives of children, parents and the local community.**

### Sponsorship Benefits:

#### Quality Reach:

BIPR's highly desirable audience comprises of:

- Small business owners
- Parents of children 0-5 years of age
- Change leaders in the Boulder community
- Affluent and highly educated individuals
- Professionals in the field of psychology and local politicians

#### Excellent Brand Visibility:

- Reach more than 2000 people through our newsletter list (through our higher sponsorship levels).

#### First-Class Venue:

Hotel Boulderado is located at the heart of downtown Boulder. Your logo will be featured on our banner, which will be displayed outside of the hotel at Broadway & Pine, & in the Ballroom, on the day of the event.

### Event Details

#### Date & Time:

May 11, 2015  
11:30 am to 1 pm

#### Venue:

Hotel Boulderado  
2115 13th St,  
Boulder, CO 80302

#### Expected Attendance:

200

## PAST SPONSORS



# BIPR AT A GLANCE




## What We Do

BIPR's goal is to **promote the healthy psychological development of children, adults and the community by providing affordable mental health services, community education, professional training and consultation** to the Boulder County community. Basing its approach on the most current brain research as well as empirically-based techniques, BIPR's primary focus is to address the enduring consequences of trauma, neglect and biologically-based conditions on individuals and the larger community.


## Our Dream

BIPR dreams of a **community where there is no violence, abuse or crime because children are given the upbringing that will make them hardworking, productive and caring adults.**

# BIPR AT A GLANCE



**BIPR changes lives through its counseling, education, and training programs for both children & adults.**



**We offer affordable & effective psychotherapy & mental health services to the Boulder community on a sliding scale rate.**

**This results in resilient, strong, healthy and happy children & adults who are productive family and community members.**



**WHAT WE DO  
*DIFFERENTLY***

We are responsive  
to emergent  
**Community Needs**

We focus on  
**Prevention**

We provide **Training**  
for therapists,  
parents & the  
community

We are **experts**  
**in Trauma &**  
**Attachment**

Our work is informed by  
**Cutting-edge**  
**Neuroscience Research**

# OUR PROGRAMS

## Counseling

BIPR provides **affordable** yet high quality mental health services to children, adolescents, adults, families and couples. **BIPR is committed to helping under-served and under-privileged individuals and families.**

## Zero-to-Five

The Zero-to-Five Program is BIPR's comprehensive Early Childhood Services and Education program. We believe that through **prevention** and **early/intensive intervention** services and education, we can help the children in our community **develop resiliency** and **adaptive social/emotional skills.**

## Education

BIPR offers various training/lectures for professionals and the community. One of our most popular is the Front Porch Lecture Series, which is geared towards mental health clinicians with the goal to help them integrate **cutting-edge neurobiological findings** into their practice.

## Training

The Training Program provides **high quality clinical training to new mental health practitioners.** We offer Graduate Level internships in Social Work and Psychology; Post-Doctoral Fellowships in Clinical Psychology and Post-Masters Fellowships in Psychology and Social Work.

## Bright Beginnings

The mission of the Bright Beginnings Program is to provide a "bright beginning" for all Colorado children by **helping families support their children's' physical, emotional, and social development during the critical first three years of their lives.**

# RESULTS

1226

Children & adults were directly served in our programs in 2013



4904

Individuals were indirectly served through our programs

8 out of 10

Of our clients who received outpatient services had incomes below **\$20,000/year** and only paid **\$10/session** for fees

92.5%

Of parents who participated in the Bright Beginnings Program said that what they learned positively affected their actions, and consequently their relationship, with their children

## DID YOU KNOW



1 out of 4

Individuals suffer from emotional or mental issues at some point in their lives

Every **\$1 spent** on **Early Childhood Programs**



**\$12 savings** on Juvenile Justice, Unemployment, or Special Education costs

**41%** Of all high school students who died in Boulder County in 2012 died because of suicide



# SPONSOR BENEFITS CHART

Your **generous support** will enable us to fulfill our goal of promoting the healthy psychological development of children, adults and the community by providing affordable mental health services, community education, professional training & consultation to the Boulder County community.

## PLATINUM LEVEL \$5,000

- **Featured story** about your business in our bi-monthly e-newsletter sent to our curated list of over **2,000** individuals comprised of **psychotherapy professionals, young parents & community members**.
- **Extra large logo placement in all marketing material** related to Seeds of Change including the **large banner** that will be displayed in the **Ballroom and outside the Hotel Boulderado in two locations, at Broadway and Pine St.**, a highly visible location, on the day of the event. Banner will also be displayed outside of BIPR's office on the days preceding the event.
- **Logo placement** for 1 year (24 issues) in our bi-monthly newsletter.
- **2-page full color spread** (1st spread) in the Seeds of Change program. Each page is 8"(l) X 5.25"(w). Together the **spread** will measure 8"(l) x 10.5"(w).
- 1 year of logo placement on our **event registration pages**. Over 500 individuals attend our events each year.
- Featured logo on BIPR's website (in the donor page).

# GOLD LEVEL

# \$2,500

- **Logo placement** for 6 months (12 issues) of in bi-monthly newsletter.
- **Large logo in all marketing material** related to Seeds of Change including the **large banner** that will be displayed in the **Ballroom and outside the Hotel Boulderado in two locations, at Broadway and Pine**, a highly visible location, on the day of the event. Banner will also be displayed outside of BIPR's office on the days preceding the event.
- **6 months of logo placement** on our **event registration pages**. Over 500 individuals attend our events each year.
- **1-full page color ad**, 8"(l) x 5.25"(w), in Seeds of Change program.
- Featured logo on BIPR's website (in the donor page).

# SILVER LEVEL

# \$1,000

- **Medium logo in all marketing material** related to Seeds of Change including the **large banner** that will be displayed in the **Ballroom and outside the Hotel Boulderado in two locations, at Broadway and Pine St.**, a highly visible location, on the day of the event. Banner will also be displayed outside of BIPR's office on the days preceding the event.
- **1/2-page color ad**, 4"(l) x 5.25"(w), in Seeds of Change program.
- Logo on BIPR's website (in the donor page) for 1 year.

# BRONZE LEVEL

\$500

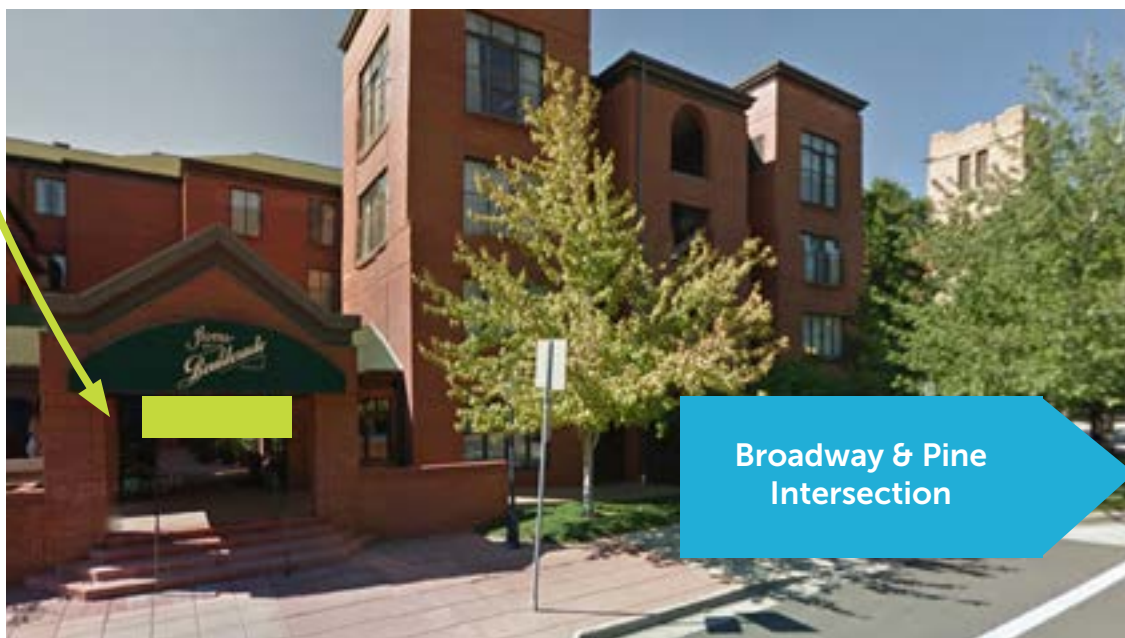
- **Small logo in all marketing material** related to Seeds of Change including the **large banner** that will be displayed in the **Ballroom and outside the Hotel Boulderado in two locations, at Broadway and Pine St.**, a highly visible location, on the day of the event. Banner will also be displayed outside of BIPR's office on the days preceding the event.
- **1/4-page color ad**, 2"(l) x 2.63"(w) in Seeds of Change program.
- Logo on BIPR's website (in the donor page) for 6 months.

# OUTDOOR BANNER DISPLAY LOCATIONS



## BANNER DISPLAY LOCATIONS OUTSIDE BOULDERADO AT *BROADWAY AND PINE ST.*

All **sponsors** get their logo displayed in the Seeds of Change banner that will be displayed outside of the Boulderado in **two locations on Broadway and Pine St.**, a highly visible location.



# SPONSOR BENEFITS CHART

## BIPR's Seeds of Change

	<b>PLATINUM</b> <b>\$ 5 0 0 0</b>	<b>GOLD</b> <b>\$ 2 5 0 0</b>	<b>SILVER</b> <b>\$ 1 0 0 0</b>	<b>BRONZE</b> <b>\$ 5 0 0</b>
Featured story about your business/organization bi-monthly e-newsletter	●			
Logo placement in all marketing materials and Seeds of Change banner, which will be displayed in two locations at Broadway and Pine St.	Extra Large Logo	Large Logo	Medium Logo	Small Logo
Logo placement in our bi-monthly newsletter	Featured placement for 1 year	For 6 months		
Ad in Seeds of Change program	2-page full color spread	1-page full color spread	1/2-page color ad	1/4th-page color ad
Logo placement in event registration pages	For 1 year	For 6 months		
Logo on BIPR's donor page	Extra large logo for 1 year	Large logo for 1 year	Medium logo for 1 year	Small logo for 6 months

### CONTACT:

✉ info@BIPR.org  
☎ 303.442.4562  
💻 www.BIPR.org

🏛 Boulder Institute for Psychotherapy & Research  
1240 Pine Street Suite 102  
Boulder, CO 80302

# COUNT ME IN!

## [BIPR SEEDS OF CHANGE SPONSORSHIP APPLICATION]

*To apply, you can type directly on this form and email it to [info@BIPR.org](mailto:info@BIPR.org). Alternatively, you can mail us the completed form (our address is listed at the bottom of the page). We will get back to you within 1 week of receiving your application.*

### COMPANY INFORMATION

Company/Organization Name: \_\_\_\_\_

Company/Organization Website: \_\_\_\_\_

### Company Contact Person Details

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### SPONSORSHIP LEVEL

I am interested in sponsoring BIPR's Seeds of Change at the:

**Platinum Level (\$5,000)**

**Gold Level (\$2,500)**

Silver Level (\$1,000)

Bronze Level (\$500)

In-kind Donation (Please state your in-kind donation items below)

**Deadline for Sponsorship Application: March 1, 2015**

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

 Boulder Institute for Psychotherapy & Research

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*BIPR is a 501(c)3 nonprofit organization.*