



# COLORADO ENVIRONMENTAL COALITION'S 2012 REBEL WITH A CAUSE GALA Sponsorship & Informational Packet

## MEET OUR 2012 REBEL WITH A CAUSE: PETER METCALF

Peter Metcalf is the founder, CEO & President of Black Diamond Equipment, a company whose foundation he led in 1989 in Ventura, CA and then moved to Utah in 1991. Black Diamond is recognized as the global leader in the design, manufacture and distribution of innovative equipment for climbers, mountaineers, peak baggers and free-ride skiers.

Peter and Black Diamond were instrumental in leading the Outdoor Industry to challenge Governor Leavitt and Secretary Norton in a deal that removed protection for millions of acres of wilderness-quality lands. By directing the debate along economic lines versus philosophical ideals, Peter established a standard across the country by which these issues could be debated and negotiated. In January 2007 he picked up the torch again in leading opposition to Governor Huntsman's draft Roadless petition.

Peter has been named Small Business Person of the Year in Utah; Ernst & Young Entrepreneur of the Year (2002, Utah); has been a keynote speaker at *Inc. Magazine's* annual CEO conference and the Outdoor Industry's annual workshop and the Montana Wilderness Association's annual meeting to name but a few. Until August 2011, Peter was the Vice Chair of the Outdoor Industry Association's Board of Directors.

Prior to Black Diamond, Peter was an Outward Bound Instructor, an oil-field roughneck and a climbing guide/climbing bum (with difficult technical first ascents to his credit around the world).



Peter Metcalf is the founder & CEO of Black Diamond Equipment.

**2012 REBEL WITH A CAUSE GALA  
THURSDAY, MAY 24, 5:00 P.M.  
SEAWELL GRAND BALLROOM  
AT THE DENVER CENTER FOR THE PERFORMING ARTS  
1000 14TH STREET, DENVER, COLORADO**

**ALL PROCEEDS FROM THE EVENT WILL GO TOWARDS CEC'S WORK TO PROTECT  
COLORADO'S TREASURED LANDS AND OPEN SPACES.**

**[OURCOLORADO.ORG/REBEL2012](http://OURCOLORADO.ORG/REBEL2012)**

# ABOUT THE REBEL WITH A CAUSE GALA

With close to 600 attendees, the Rebel with a Cause Gala has become one of the signature events for the Colorado conservation community each year.

The event includes a VIP reception, silent and live auctions, dinner and keynote from our "Rebel" honoree. Past honorees have included author and 350.org founder, Bill McKibben; award-winning author, activist and naturalist, Terry Tempest Williams; Rocky Mountain Institute co-founder Amory Lovins and former U.S. Senator Tim Wirth.

Also recognized are CEC's donors, members, corporate partners, citizens, political advocates and friends for their ongoing involvement and generous support. This event attracts high-profile lawmakers, sustainability pioneers, outdoor industry leaders and community supporters from across the state.

## GALA SCHEDULE

### REGISTRATION OPENS | 5:00 p.m.

### VIP RECEPTION | 5:00-6:00 p.m.

All guests of sponsors are invited to attend the VIP reception in the DCPA's Crescent Lounge prior to the Gala. This is a special opportunity for your guests to network with other sponsors and their guests and to have their picture taken with our keynote speaker. Complimentary hors d'oeuvres and beverages served. *The VIP Reception is also open to all Patron ticket holders and Patron table guests.*

### SILENT AUCTION | 5:00-7:00 p.m.

### DINNER & PROGRAM | 7:00 p.m.

### LIVE AUCTION | 7:45 p.m.

### KEYNOTE | 8:30 p.m.

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## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$15,000

- Exclusive sponsorship of the Gala
- Access to AES' Presenting Sponsor Benefits
- Sponsor name promoted on Seawell Ballroom marquee
- Opportunity to make 2-minute presentation from podium at Gala
- 10 guests to VIP reception including photo with Peter Metcalf
- Table for 10 with table sign & premium placement
- Full-page ad in Gala program
- Name/logo in invitation
- Name/logo on presentation screens at Gala
- Name/logo on eventwebsite with link to your site
- Recognition in press releases

### Platinum Sponsor | \$10,000

- Exclusive sponsorship of the VIP reception
- Access to AES' Platinum Sponsor Benefits
- Sponsor name promoted on banner in VIP reception
- 10 guests to VIP reception including photo with Peter Metcalf
- Table for 10 with table sign & priority placement
- Half-page ad in Gala program
- Name/logo in invitation
- Name/logo on presentation screens at Gala
- Name/logo on eventwebsite with link to your site

### Gold Sponsor | \$5,000

- 10 guests to VIP reception including photo with Peter Metcalf
- Table for 10 with table sign & priority placement
- Quarter-page ad in Gala program
- Name/logo in invitation
- Name/logo on presentation screens at Gala
- Name/logo on event website with link to your site

### Silver Sponsor | \$3,500

- 10 guests to VIP reception including photo with Peter Metcalf
- Table for 10 with table sign & priority placement
- Eighth page ad in Gala program
- Name/logo on presentation screens at Gala
- Name/logo on event website with link to your site

### Bronze Sponsor | \$2,500

- 10 guests to VIP reception including photo with Peter Metcalf
- Table for 10 with table sign
- Listing in Gala program
- Name/logo on presentation screens at Gala

# 2012 REBEL WITH A CAUSE GALA

## Sponsorship & Ticket Reservation Form

### SPONSORSHIPS

I/My company would like to purchase a:

- \$15,000 Presenting Sponsorship
- \$10,000 Platinum Sponsorship
- \$5,000 Gold Sponsorship
- \$3,500 Silver Sponsorship
- \$2,500 Bronze Sponsorship

### TABLES

I/My company would like to purchase:

- \_\_\_\_\_ **Patron Table(s) (\$2,000)** which includes the VIP reception/photo opportunity for 10 guests (and listing in program).
- \_\_\_\_\_ **Individual Table(s) (\$1,500)** for 10 guests (includes listing in program).
- \_\_\_\_\_ **Nonprofit Partner Half-Table(s) (\$750)** for five guests (includes listing in program).

### INDIVIDUAL TICKETS

I/My company would like to purchase:

- \_\_\_\_\_ **Patron Ticket(s)** at \$200 each.
- \_\_\_\_\_ **Individual Ticket(s)** at \$150 each.
- \_\_\_\_\_ **Young Professional Ticket(s)** (35 years and under) at \$85 each.

***New!* Take advantage of our Early Bird Discount and commit to your table of 10, corporate sponsorship or ticket by March 16th to receive a 10% discount!**

### CONTACT INFORMATION

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Who is your contact for guest lists and/or logo information?

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### PAYMENT INFORMATION

\_\_\_\_\_ Payment Subtotal  
\_\_\_\_\_ Early Bird Discount (10% off by 3/16)  
\_\_\_\_\_ Payment Total

Please accept my:

- Check (made to Colorado Environmental Coalition)
- Credit Card (circle one): Visa / MasterCard / Discover

Card Number: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ 3-Digit Code: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### About Colorado Environmental Coalition

Founded in 1965 and representing a combined membership of over 150,000 Coloradans, CEC is Colorado's lead state-based citizens' group committed to leading campaigns on major conservation issues, including water, energy, climate change, wilderness and smart growth and transportation.

### Event contact:

Beka Wilson, Development Director  
Colorado Environmental Coalition  
1536 Wynkoop St, Ste 5C, Denver, CO 80202  
beka@ourcolorado.org  
Phone: 303-405-6703  
Fax: 303-534-7063

[ourcolorado.org/rebel2012](http://ourcolorado.org/rebel2012)

# WHY BE A SPONSOR OF COLORADO ENVIRONMENTAL COALITION'S 2012 REBEL WITH A CAUSE GALA?

Attach your business' name to the largest conservation community event of the year by becoming a corporate sponsor. Your company can make a monetary, in-kind or auction contribution and reach out to the nearly 600 high-profile lawmakers, renewable energy and outdoor industry leaders and community supporters that attend the event each year.

In 2011, CEC garnered sponsorships from over 65 businesses and individuals, including the following: American Rec, BlueChannel, CH2M Hill, Colorado Public Television, Denver Water, Earthjustice, Hogan Lovells, Johns Manville, Namasté Solar, New Belgium Brewing Company, Osprey Packs, Stratton-Carpenter & Associates, Western Disposal Services and Waste Management.



CEC lobbies elected officials at the local, state and federal level on priority campaigns and helps in educating and influencing decision makers and the public on important issues. Photo of West Slope Field Director, Joe Neuhof, thanking Secretary of the Interior, Ken Salazar, at the Dominguez-Escalante Canyons NCA dedication ceremony in August 2009. © Lee Gelatt



As CEC pushes for full the implementation of House Bill 1365, the Clean Air, Clean Jobs Act, we will also defend the recently updated rules governing the state's oil and gas development and continue our work to mitigate the impacts of natural gas drilling on public health and our environment. Photo of Denver skyline © David Parsons



CEC works with our partners to develop and advocate for the adoption of water supply and management decisions that are environmentally and economically sustainable in order to conserve, protect and restore Colorado rivers. Photo of Colorado River's Horsethief Canyon © Lee Gelatt



CEC continues to work with other conservation, agricultural, labor and business organizations to promote the development of clean energy sources such as wind, solar, biofuels and energy efficiency measures. Photo of Lamar, Colorado wind farm © Colorado Environmental Coalition

**For more information on Colorado Environmental Coalition go to [ourcolorado.org](http://ourcolorado.org)**