

A large, stylized graphic of an eye in shades of blue and white. The eye is composed of concentric, rounded shapes. The outermost shape is a dark blue arc. Inside it is a white arc, followed by a medium blue arc, and finally a white circle in the center. The word "CORO" is written in a dark blue, serif font across the white circle.

**CORO**

**LEADERSHIP AWARDS CELEBRATION  
SPONSORSHIP PACKET**

**APRIL 21, 2010**



## BACKGROUND INFORMATION

### **Coro Leadership Center — St. Louis**

Coro prepares individuals to be engaged, responsible citizens and effective civic leaders by providing rigorous, hands-on leadership skill training.

Coro Leadership Center — St. Louis provides leadership training programs and initiatives including: the Fellows Program in Public Affairs, Women In Leadership and Community Leadership Programs. Coro also provides customized training for local community organizations, federations, non-profits, governments and businesses, as well as Connected Women which is a series of morning events showcasing women leaders in the area.

Coro is a non-profit organization dedicated to improving civic engagement through nationally recognized training emphasizing experiential learning. Since 1973, Coro graduates have played major roles in St. Louis civic life in every sector including business, government, media, non-profit, labor and politics. Our alumni have held roles in major public infrastructure projects, area sports teams and facilities, leading not-for-profits and businesses.

## CONTACT INFORMATION

### **Coro Leadership Center - St. Louis**

1325 North Highway Drive  
Fenton, Missouri 63099  
<http://www.coro-stl.org>

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President and CEO  
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[dawn@coro-stl.org](mailto:dawn@coro-stl.org)

Anne Walker  
Administrative Associate  
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[anne@coro-stl.org](mailto:anne@coro-stl.org)



## EVENT DETAILS

Coro will host its annual Leadership Awards Celebration on Wednesday, April 21, 2010 to celebrate two invaluable St. Louis leaders who represent Coro's mission and values.

Honorees are individuals who exemplify what it means to live Coro's mission as engaged, responsible citizens and effective civic leaders. Through their hard work and dedication, honorees are inclusive in their approach to leadership and are actively engaged in addressing issues facing the region. With effective and ethical leadership, these honorees have made a significant and positive impact in our community.

### Wednesday, April 21, 2010

5:30 pm to 7:00 pm • Opening Reception with Cocktails and Gourmet Appetizers

7:00 pm to 8:30 pm • Keynote Speaker and Awards Celebration with Coffee and Desserts

Hyatt Regency St. Louis at the Arch

## HONOREES

**Dr. James Kimmey**, President and CEO, Missouri Foundation for Health

Dr. Kimmey leads the state's largest foundation with \$1.3 billion dedicated to assessing and improving the well-being of Missouri's citizens, particularly the health of underserved, uninsured and underinsured populations.

**Susan Stepleton, Ph.D.**, President and CEO, National Center for Parents as Teachers

Stepleton is directly impacting the future of our country by providing information, support and encouragement to over 300,000 families each year; thereby improving the well-being of our nation's children and families.

## KEYNOTE SPEAKER

**Michael Davis**, Deputy Assistant Secretary of the Employee Benefits Security Administration (EBSA), U.S. Department of Labor

Mr. Davis (Coro Fellow St. Louis, 1990) assists in directing the policy, regulatory, enforcement and public assistance functions of EBSA. Prior to his appointment, he was head of the west region institutional client group for JPMorgan Asset Management. In 2006, he was named one of the "75 Most Powerful Blacks on Wall Street" by *Black Enterprise* and has received several other industry and civic awards.



## ■ CORO BOARD OF DIRECTORS

### Officers

**Benjamin Johnson**, *Chair*, Coalition for Plant & Life Sciences

**Jennifer Ehlen**, *Vice Chair*, Saint Louis University

**Patty Kellerhals**, *Treasurer*, Commerce Bank

**Susan Fox**, *Secretary*, Unigroup, Inc.

### Members

**Barbara Abbett**, Community Volunteer

**Peter Aje**, RubinBrown

**Marcia Bequette**, Reinsurance Group of America

**Edward Bryant**, Pfizer

**Christopher Chung**, Missouri Partnership

**Anthony Daws**, Mercer

**Cheri Dickson**, Maritz Learning

**Stephanie Hall**, Centene Corporation

**Kay Henry**, Washington University in St. Louis

**Malaika Horne**, University of Missouri – St. Louis

**Christy Kaufman**, The Boeing Company

**Michelle Miller**, Missouri Foundation for Health

**Julie Murphy-Finn**, Missouri Department of Economic Development

**Brynn Palmer**, Customer Relations Consultant

**C. Kevin Parsley**, Sam's Club

**Nicole Rose**, Commerce Bancshares, Inc.

**Brian Rothery**, Enterprise Rent-A-Car

**Thelma Scott**, St. Andrews Senior Solutions

**Ron Watermon**, St. Louis Cardinals

## ■ LEADERSHIP AWARDS CELEBRATION COMMITTEE

### Event Co-Chairs

**Brynn Palmer**,

*Event Co-Chair*, Customer Relations Consultant

**Julie Steininger**,

*Event Co-Chair*, Standing Partnership

### Committee

**Erica Abbett**, Covidien

**Bobbi Closser**, Maritz Inc.

**Kathy Corey**, Washington University

**Cathie Farroll**, HNTB Corporation

**David Poger**, Consultant

**Greta Walton**, Monsanto Company



## MAJOR SPONSORSHIP OPPORTUNITIES

### **\$15,000 | Platinum Level**

- Prominent acknowledgement as Lead Sponsor throughout entire event
- Lead Sponsor recognition in printed materials
- Full-page advertisement in program book on inside front or back cover
- VIP Seating for twenty (20 tickets)
- Prominent recognition on video screen at event
- Recognition in St. Louis Business Journal Ad

### **\$10,000 | Gold Level**

- Prominent acknowledgement as Gold Sponsor throughout entire event
- Gold Sponsor recognition in printed materials
- Full-page advertisement in program book
- VIP Seating for fifteen (15 tickets)
- Prominent recognition on video screen at event
- Recognition in St. Louis Business Journal Ad

### **\$5,000 | Silver Level**

- Recognized as Silver Sponsor throughout entire event
- Silver Sponsor recognition in printed materials
- Half-page advertisement in program book
- VIP Seating for ten (10 tickets)
- Recognition on video screen at event
- Recognition in St. Louis Business Journal Ad

### **\$2,500 | Bronze Level**

- Recognized as Bronze Sponsor throughout entire event
- Bronze Sponsor recognition in selected printed materials
- Quarter-page advertisement in program book
- VIP Seating for five (5 tickets)
- Recognition on video screen at event

### **\$1,000 | Leadership Level**

- Recognized as Leadership Sponsor throughout entire event
- Leadership Sponsor recognition in selected printed materials
- Recognition on video screen at event

### ***Major Sponsorship Recognition Specifics:***

*Deadline for inclusion in the program book is March 31, 2010.*

*Printed materials include: Program Book (400), Coro e-newsletter (3,500) and major donors will also receive recognition through media releases, public service announcements and on Coro's web site.*



## ■ TICKETS AND TABLE SPONSORSHIPS

### **\$1,000 | Table Sponsor**

- Preferred seating, one table of ten
- Listing in program book
- Recognition on video screen
- Complimentary Garage Parking
- Open bar and gourmet appetizers (5:30 pm to 7:00 pm)
- Desserts, coffee and tea (7:00 pm to 8:30 pm)

### **\$100 | Individual Ticket**

- Complimentary Garage Parking
- Open bar and gourmet appetizers (5:30 pm to 7:00 pm)
- Desserts, coffee and tea (7:00 pm to 8:30 pm)



## PROGRAM BOOK ADVERTISEMENTS

**\$2,500** | **Center Spread Ad** (2 x 6" w x 9" h)  
**Outside Back Cover Ad** (6" w x 9" h)

**\$1,500** | **Inside Front Ad** (6" w x 9" h)  
**Back Cover Ad** (6" w x 9" h)

**\$1,000** | **Full-Page Ad** (6" w x 9" h)

**\$500** | **Half-Page Ad** (6" w x 4.25" h)

**\$250** | **Quarter-Page Ad** (1.875" w x 2.75" h)

**Program Ad Specifics:** *Ads must be received by March 31, 2010.* All ads are black and white. If you have a camera ready advertisement, please provide in a digital file and include a hard copy. Text message ads are accepted or can be created for you. If you cannot provide a digital ad in an acceptable file format, you may mail a high resolution black and white line art ad to be scanned. Please no borders, bleeds, gradients/grays, screened (gray) images or photographs, as they do not reproduce well. Please no business cards, faxes or photocopies; this will ensure that we are able to create a top quality ad. If you have any questions, call Anne at 636.827.9801.

### **For Graphic Designers:**

Acceptable methods in which to send files: (CD-ROM, ZIP 100 MB, zip file via E-mail). Ads should be mailed to Coro Leadership Center – St. Louis, 1325 N. Highway Drive, Fenton, MO 63099 before March 31, 2010, or e-mailed to [Anne@coro-stl.org](mailto:Anne@coro-stl.org).

Ads only accepted in the following file formats. Please provide printer and screen fonts. Images must be 400 dpi resolution uncompressed Photoshop TIFF, JPEG or EPS. Bitmap images must be 1200 dpi. High resolution artwork should be placed in document (no FPO's). Logos should be EPS with type converted to outlines.

PDF Files: Acrobat 4 compatible PDF files will all fonts embedded. Type 1 postscript fonts only. Please do not use True type fonts. Embedded images should be minimum 300 dpi. Please use Acrobat Distiller (press Optimized Setting) to create the PDF. Please do not use PDF Writer to create your PDF.

Unacceptable file formats: (HTML, PICT, PCX). Programs such as PageMaker, Microsoft Word, Excel, Powerpoint, Corel Draw, WordPerfect and Publisher are not supported for output.



## RESERVATION FORM

### Sponsorships:

- Platinum Level (\$15,000)
- Gold Level (\$10,000)
- Silver Level (\$5,000)
- Bronze Level (\$2,500)
- Leadership Level (\$1,000)

### Program Book Advertisements:

- Center Spread Ad or Outside Back Cover Ad (\$2,500)
- Inside Front or Back Cover Ad (\$1,500)
- Full-Page Ad (\$1,000)
- Half-Page Ad (\$500)
- Quarter-Page Ad (\$250)

### Table Sponsorships and Tickets:

- Table Sponsor (\$1,000)
- Individual Ticket (\$100)

### Donor Information:

Name:

Company Name:

Address:

City, State, Zip:

Phone:

E-mail:

Payment Method:

- Please mail invoice to address listed above for payment.
- Check (made payable to Coro Leadership Center - St. Louis) is enclosed.
- Charge payment to the following credit card:

Account No.:

Expiration Date:

Security Code:

Name on Card:

Signature:

Mail this form along with a check or fax with credit card information to:

Anne Walker, Coro Leadership Center – St. Louis, 1325 N. Highway Drive, Fenton, Missouri 63099  
636.827.9807 (fax) 636.827.9801 (phone). **Ads are due March 31, 2010 to [anne@coro-stl.org](mailto:anne@coro-stl.org).**