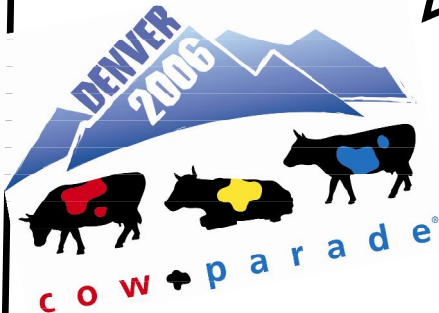


# Moos-Letter

Volume 3 , Issue 3

March 2006

All the Moos that's Fit to Print



## United brings the cows home as Title Sponsor

The cows will be coming home to Denver thanks to United Airlines. United announced on February 6th that they will be the title sponsor of CowParade Denver 2006.

"United's participation will assure that we can produce a great public art display created by local artists that will delight millions of people while raising significant funds for local nonprofit organizations," said Bruce Erley, managing partner of CowParade Denver.

"We could not have asked for a more ideal partner," he added. "United has a long history of contributing to

the Denver community and adding to the unique quality of life we all enjoy.

Their presentation of CowParade, will help to celebrate United's renewed strength as well as their commitment to the region," Erley said.



Some United sponsorship benefits will be shared with Ted, their low cost carrier to warm weather destinations.

As Title Sponsor, United will become the patron of 15 cows including six that will be on display at Denver Interna-

tional Airport beginning this spring.

United's sponsorship will also include some special private events including an employee gathering and special preview party for their top travelers.

Further, United plans to offer employees the opportunity to submit designs and to create one or two of their own

cows.

The Children's Museum of Denver is also a year round partner of United's and will likely display one of United's signature cows on the roof of their building along I-25.

CowParade Denver Moos-Letter is a regular update for those involved in the planning and management of bringing CowParade to Denver.

- Published by Creative Strategies Group
- 11880 Upham St., Suite F, Broomfield, CO 80020
- Phone: (303) 469-7500
- Submit your updates to Julie Gore to [jgore@csg-sponsorship.com](mailto:jgore@csg-sponsorship.com)

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### CowCount

(as of 3/1/06)

# 31

## Poland & Mexico Cows On The Way

More than 80 life-sized fiberglass cows have been ordered from CowParade Holding's exclusive manufactures in Atizapan de Zaragoza, Mexico and Modrzyca, Poland.

Along with the bigger bovines, 16 one third sized

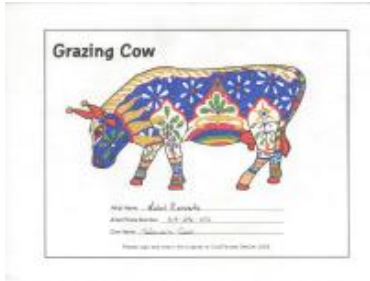
"Mini-Moos" are coming from Poland for the "Cows in School" program that will be on display in Larimer Square. Additionally another 50 "Micro-Moos" which are just under two feet in length will also be included in the Polish order to be "ear tagged" for

special promotions and displays. Shipments are expected to arrive by the end of March.

Contact Julie Gore at [jgore@csg-sponsorship.com](mailto:jgore@csg-sponsorship.com) to receive a .jpg or .eps copy of the CowParade Denver 2006 logo.

# Colorado Artists Submit Bevy of Beautiful Bovines

Under the leadership of CowParade nonprofit partner, the Cherry Creek Arts Festival, more than 300 designs have been submitted by artists from across the state of Colorado.

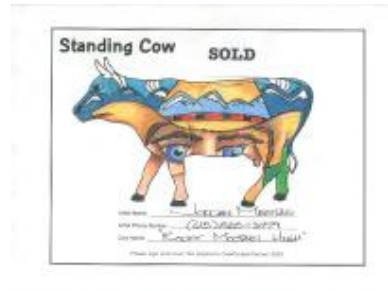


"This has got to be one of the best selection of cow designs I have seen," said CowParade Holding's Ron Fox.

From mosaics to sculptures to murals, the designs submitted will provide CowParade Denver sponsors and patrons a wide selection from which to select.

The designs have been scanned and are available for review online at [www.cherryarts.org/users/cows\\_login.asp](http://www.cherryarts.org/users/cows_login.asp).

User name: cows Password: ccaf2006



Submissions are still being accepted by the Cherry Creek Arts Festival and a number of custom designs will be commissioned by various sponsors and patrons.

## The Weitz Company- Official Base Sponsor

We are excited to announce our official base sponsor...**The Weitz Company**.

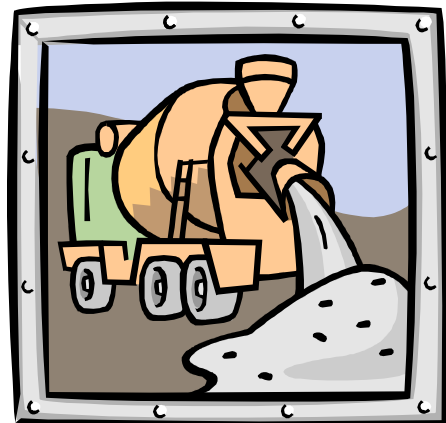
The Weitz Company is one of the largest General Building Contractors in the U.S. They have an impressive list of awards and ranking in the industry and pride themselves in getting the job done right!

They will be casting the cement bases to which the cows will be attached before going out to pasture. The bases weigh 300 pounds and will insure that our cows

don't wander off once in place! Welcome to the herd.

CowParade is still seeking an "Official Moo-ver" to provide flatbed trucks with cranes or forklifts to transport and install the cows on July 21st and then pick-up again in late October at the end of the public display.

If you have any leads, please contact Julie Gore at 303-469-7500 ext. 103



## Sponsors & Patrons Still Being Sought

CSG's Sales Staff is aggressively pursuing sponsors and patrons for CowParade. Packages for CowParade Denver 2006 include the following levels:

- Title Sponsor (15 cows) \$150,000 **SOLD!**
- Presenting Sponsor (10 cows) \$100,000 (1 of 2 **SOLD**)
- Associate Sponsor (5 cows) \$50,000 (1 of 4 **SOLD**)

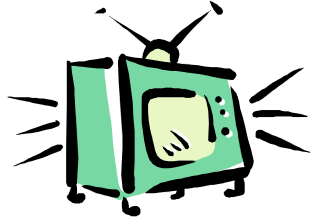
- Supporting Sponsor (1 cow plus event asset) \$25,000 (1 **SOLD**)
- Contributing Sponsor (1 prize cow) \$10,000 (2 **SOLD**)
- Cow Patron \$7,500



For more information or to receive a sponsorship proposal, please contact:

- Jill Lentz at [jlentz@csg-sponsorship.com](mailto:jlentz@csg-sponsorship.com) or call (303) 469-5700 ext 107
- Brooke Amidei at [bamidei@csg-sponsorship.com](mailto:bamidei@csg-sponsorship.com) or call (303) 469-7500 ext. 109

## Inside Story Headline

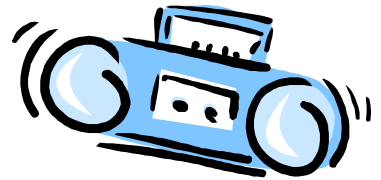


Caption describing picture or graphic.

## Inside Story Headline

"To catch the reader's attention, place an interesting sentence or quote from the story here."

## Inside Story Headline



Caption describing picture or graphic.

## Business Name

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com

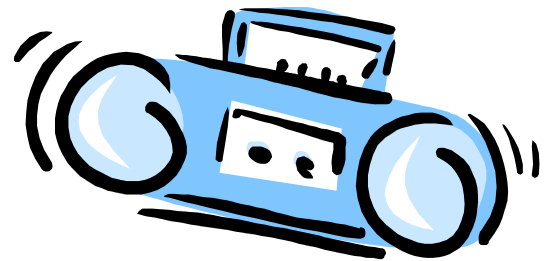
▶ Your business tag line here.

We're on the Web!  
example.microsoft.com



## Organization

## Back Page Story Headline



Caption describing picture or graphic.