



# SEVENTH ANNUAL PJ DAY

0 2 . 0 9 . 1 2 [www.pjday.org](http://www.pjday.org)

**IN SUPPORT OF  
DENVER'S ROAD HOME,  
OUR COMMUNITY'S 10-YEAR PLAN  
TO END HOMELESSNESS.**

## SPONSORSHIP PACKAGES

### CASHMERE LEVEL - \$25,000+

- All Pinstripe Club Level benefits
- 2 suites (total) for the PJ Party at the Residence Inn Denver City Center\*
- 15 tickets (total) to the PJ Party
- Logo on 5280 ads (must commit and provide logo by Nov. 7 to appear in January ad and by December 12 to appear in February ad)
- 2 complimentary night stays (total) at the Residence Inn Denver City Center\*

### PINSTRIPES CLUB LEVEL - \$10,000

- All Silk Level benefits
- Invitation to an exclusive lunch with Mayor Michael Hancock for premier sponsors (January date TBD)
- A framed photo from the lunch with Mayor Hancock and the sponsor representatives
- Unique branding opportunities including exclusive PJs (1 pair of Pinstripe PJ Club branded pajamas per sponsor with additional PJs available for purchase); special sponsor display at the PJ Party; and recognition from the stage at the PJ Party. Additional branding benefits will be determined.
- 10 tickets (total) to the PJ Party

### SILK LEVEL - \$5,000

- All Satin Level benefits
- Invitation to Mayor Hancock's VIP breakfast on PJ DAY
- 8 tickets (total) to the PJ Party
- Recognition during welcoming events
- Acknowledgment in press releases, the PJ DAY Web site and select publicity pieces
- 1 complimentary night stay at the Residence Inn Denver City Center\*

### SATIN LEVEL - \$2,500

- All Flannel Level benefits
- 6 tickets (total) to the PJ Party
- Recognition throughout the PJ Party and on the in-room letter thanking our sponsors

### FLANNEL LEVEL - \$1,000

- 1 suite for the PJ Party at the Residence Inn Denver City Center \*
- 4 tickets to the PJ Party
- Acknowledgment on the PJ DAY Web site
- A wake-up call from a surprise celebrity

### COTTON LEVEL - DONATION OF 10% (OR MORE) OF PJ DAY SALES

- Acknowledgment on the PJ DAY Web site

### BIRTHDAY SUIT LEVEL

- Donate \$5 or more to wear your PJs to work on PJ DAY
- Encourage your coworkers to do the same

**FEBRUARY 9, 2012**  
**PJDAY.ORG**

Note: Recognition in print pieces can vary based on commitment date.

\* Suite reservations based on availability



Questions?  
Contact Paula Henry at 303.562.6633,  
[paula@phbalancedconsulting.com](mailto:paula@phbalancedconsulting.com)



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## COMMITMENT FORM

Date: \_\_\_\_\_

Received by: \_\_\_\_\_

Business/Organization Name (as you would like to be recognized): \_\_\_\_\_

CEO/Executive (if appropriate): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Marketing Contact (if different) \_\_\_\_\_ E-mail: \_\_\_\_\_

### WE WILL SPONSOR AT THE:

- Cashmere Level - \$25,000+
- Pinstripe Club Level - \$10,000
- Silk Level - \$5,000
- Satin Level - \$2,500
- Flannel Level - \$1,000

### ADDITIONAL COMMUNITY SUPPORT:

- PJ Party \_\_\_ \$100 ticket(s); \_\_\_ \$275 suite package(s)
- Cotton Level - 10% of sales on PJ DAY
- Birthday Suit - \$5 to wear your PJs and spread awareness
- In-Kind Donation \_\_\_\_\_
- Cash Donation \_\_\_\_\_
- Other \_\_\_\_\_

**WE WOULD LIKE TO PROMOTE  
YOUR ORGANIZATION THROUGH  
SOCIAL MEDIA.**

**PLEASE PROVIDE:**

 \_\_\_\_\_

 \_\_\_\_\_

 \_\_\_\_\_

Note: Your name/company name may be used for promotional purposes



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[paula@phbalancedconsulting.com](mailto:paula@phbalancedconsulting.com)