

giveSPORTS EQUIPMENT DRIVE



2019 giveSPORTS Equipment Drive Challenge

Help Put a Kid in the Game!

WHAT IS THE GIVE SPORTS PROGRAM?

giveSPORTS provides new and gently-used sports equipment and participation fee scholarships, giving children in need the opportunity to participate in sports.

PUT YOURSELF IN THEIR SHOES

The school day is over and all of your friends are going to basketball practice. You feel left out because you can't join them. Your dad recently lost his job, making it hard to afford everyday essentials. A giveSPORTS Scholarship allows you to join the team, where you make new friends and learn valuable skills.



THE NEED

More than 250,000 children live below the Colorado Self-Sufficiency Standard in A Precious Child's eight-county service area. Participation in extracurricular sports has a significant, positive impact on the short and long-term educational, emotional, behavioral, and physical outcomes for disadvantaged, poverty stricken youth.

THE GOAL

Our giveSPORTS goal is to serve more than 10,500 children living in eight Denver Metro counties, including Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson and Weld. By providing them sports equipment and more than 350 scholarships, these children can participate alongside their peers and are empowered to succeed.

ABOUT THE CHALLENGE

The giveSPORTS Equipment Drive Challenge is open to corporations, sports teams/leagues and community groups (e.g., Rotary clubs, churches and schools). Let's see who can collect the most sports equipment, raise the most funds and increase the most awareness via social media – all to help children in need. Challenge winners will be determined by the number of points accumulated.

WHEN

The Equipment Drive Challenge will run **August 26 – September 6, 2019.**

HOW IT WORKS

- Pick up your collections bins prior to the challenge dates.
- Promote the challenge using sample marketing and social media materials from the giveSPORTS Drive Partner Kit.
- Collect as many sports equipment items and monetary donations as possible – Good luck! People can also donate online via the giveSPORTS donation page. Make sure your group's name is included in the comments section of the online form so these donations may be added to your total funds raised at the end of the challenge.
- Count the amount of equipment and funds donated and enter it into our reporting form.
- Drop off your collected equipment and donations at the giveSPORTS Equipment Drive at the Pepsi Center Rav 4 parking lot on Saturday, September 7th, 9:00 – Noon.

POINTS

2 Points = Every dollar raised (Donate online at [Donate.APreciousChild.org/giveSPORTS](https://www.APreciousChild.org/giveSPORTS))

1 Point = Every piece of equipment collected

20 Points = Every organization post on social media (Facebook/Twitter/Instagram)

35 Points = Every organization post on social media (Facebook/Twitter/Instagram) with challenge photograph

50 Points = Every organization post on social media (Facebook/Twitter/Instagram) with challenge video

100 Points = Every organization video post of a CEO/Key Executive advocating for the giveSPORTS challenge

500 Points = Bringing a new organization into the challenge

700 Points = Delivery of collected equipment, funds and collection bins to giveSPORTS Equipment Drive at the Pepsi Center Rav 4 parking lot on Saturday, September 7th, 9:00 – Noon.

PRIZES

There will be first and second place prizes generously donated by Kroenke Sports Charities and acknowledgements for each category:

- Corporation
- Sports Team/League
- School/Community Group

1st place prizes for each category

- Suite (valued up to \$4,000 dependent upon team/game choice) to mutually agreed upon Nuggets/Avalanche OR Mammoth game during 2019-20 regular season; Suite includes 16 seats/4 standing room only tickets in suite/5 parking passes; Catering not included

2nd place prizes for each category

- 8 tickets to mutually agreed upon Nuggets/Avalanche OR Mammoth game during 2019-20 regular season
- Pre-game behind the scenes arena tour

Challenge winners will be included in post-event media, including press release and newsletter.

QUESTIONS?

Contact Misti Wright, Programs Manager, at 303.466.4272 ext. 130 or Programs@APreciousChild.org.

DO YOU ACCEPT THE CHALLENGE?

Email Programs@APreciousChild.org to sign up today!

Anthony was referred by one of our agency partners to apply for a giveSPORTS scholarship to play soccer. They knew Anthony loved soccer but was unable to be on a team because of the inaccessible cost of league play.

A Precious Child was able to give Anthony a scholarship. He is excited to play with his new friends.



Thanks to your efforts, thousands of children will be put in the game!

giveSPORTS[™]
A PROGRAM OF A PRECIOUS CHILD