MISSION STATEMENT

Kroenke Sports Charities (KSC) is committed to improving lives through the spirit and power of sports. We strive to serve our community through education, health and fitness initiatives, athletic programs, and direct aid, with the particular purpose of helping families, children, veterans, and the disabled. Kroenke Sports Charities provides relevant programs and support, directly and with other nonprofit organizations, to ultimately assist, encourage, and enrich the lives of those in need.

SIGNATURE COMMUNITY PARTNERS & ACTIVITIES

Kroenke Sports Charities provides ongoing funding and in-kind support for several non-profit agencies which make sports available and accessible for children and adults of all abilities.
In 1997, KSC became a Founding Partner of Denver Prep League (DPL) to give DPS middle school students, ages 11-14, an avenue for participation in organized after school activities; a void left unfilled in DPS for 30 years. Today, DPL is comprised of 33 DPS schools which enables more than 6,000 students the opportunity to participate in 17 sports throughout the school year and summer.

Colorado Adaptive Sports Foundation aims to bolster independence, improve self-confidence, elevate social interaction and enhance quality of life for people of all ages throughout Colorado who have physical disabilities. Kroenke Sports Charities provides an annual grant to support the Rolling Nuggets, Colorado Avalanche Sled Hockey, Rolling Mammoth and Power Rapids teams.

In partnership with A Precious Child, Kroenke Sports Charities hosts our annual giveSPORTS Equipment Drive each summer, collecting new and gently used sports equipment for distribution to more than 140 non-profit organizations in the Denver community. This year, KSC and A Precious Child collected and donated over 25,000 sports equipment items.
Special Olympics was founded in 1962 by Eunice Kennedy Shriver to provide children with intellectual disabilities (ID) an opportunity to demonstrate their dignity and capability through sports and competition. Today, more than 2.25 million athletes participate worldwide in 182 countries. Special Olympics Colorado (SOCO) serves more than 14,200 athletes statewide through 22 year-round sports programs. KSC also supports SOCO's Project UNIFY, sponsored by Comfort Dental, a school-based program that brings together athletes with and without intellectual disabilities to train and compete on the same team.

Gold Crown Foundation

goldcrownfoundation.com
Founded in 1986, the Gold Crown Foundation (GCF) strives to educate youth and community through sports and enrichment programs. With programs reaching nearly 12,500 youth each year, the purpose of GCF youth programs are built on three principles—participation, sportsmanship and community.

Signature Community Partners & Activities

Special Olympics Colorado

specialolympicsco.org
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Signature Fundraisers

Throughout the year, Kroenke Sports Charities holds several fundraising events, hosted by our teams’ players, coaches, management and mascots. The fun filled fundraising events give our sponsors and fans a chance to meet our teams in a casual setting. Proceeds benefit the Community Programs of KSC.
COLORADO AVALANCHE CHARITY GOLF CLASSIC
This annual event gives guests the opportunity to spend a day with Colorado Avalanche players, coaches, alumni and celebrities while enjoying a great day of golf.

SIGNATURE LICENSE PLATES
Colorado Avalanche and Denver Nuggets fans have the opportunity to show their team pride with a signature license plate. Initial license plate donation ($45 per plate) benefits Kroenke Sports Charities.

GAME-USED MERCHANDISE ONLINE AUCTIONS
Online auction of game used Colorado Avalanche merchandise on Gesture.com

50-50 RAFFLES
Fans have the opportunity to purchase 50-50 raffle tickets at all Pepsi Center games with proceeds divided equally by winning purchaser and the youth sports programs Colorado Amateur Hockey Association and Kroenke Sports Charities.

MILE HIGH DREAMS GALA
A Toast to our Teams gives guests the chance to mix and mingle with the players, coaches and alumni from the Denver Nuggets, Colorado Avalanche, Colorado Mammoth and Colorado Rapids. This unique evening features live music, interactive games and food and libations from a variety of local restaurants, breweries and wineries.
SIGNATURE FUNDRAISERS

NUGGETS SOCIAL
Spend an interactive evening with players, coaches, alumni, dancers and SuperMascot Rocky playing a variety of games including bowling, ping-pong, shuffleboard and more, all while enjoying great food and libations.

“We get to interact with fans, have some fun and eat some food. It’s great to be out here with all of my teammates.” – Jamal Murray

CHARITY BRUNCH HOSTED BY THE AVS BETTER HALVES
A heartwarming day which includes Brunch served by players and coaches, a Silent Auction of individual “favorite things” baskets which give an insight into your favorite Avalanche player’s off the ice interests and a fashion show with players escorting children who have overcome medical challenges.

“"This is usually one of our favorite days of the year. It gives us an opportunity to get away from hockey and our every day life and make these kids and their families smile and laugh for a day. We feel like kids. My favorite part is coming here and meeting our kids and hanging out with them and their families. Seeing the kids’ faces back stage and how excited and pumped they are. There’s a lot of good parts, but the runway is probably the best. It’s been a lot of fun and a day that we’ll remember for a long time.” – Gabriel Landeskog

RAPIDS WORLD CUP OF WINE & BEER
PRESENTED BY AUDI
The annual Colorado Rapids World Cup of Wine & Beer presented by Audi is held at DICK’S Sporting Goods Park each summer. Guests enjoy an evening hosted by Colorado Rapids players and coaches while enjoying interactive activities including a photo station, casino games and samples of food, beer and wine from around the world.

COLORADO RAPIDS CHARITY GOLF CLASSIC
The annual Colorado Rapids Charity Golf Classic, held at the beautiful Ridge at Castle Pines North, includes an exciting day of golf with Colorado Rapids players and coaches.
COMMUNITY PROGRAMS

Our players, coaches, and alumni are active participants in the community, dedicating many hours each season to hosting youth clinics that promote education, fitness and sportsmanship.

NUGGET FOR A DAY & AV FOR A DAY
SPONSORED BY ROCKY MOUNTAIN HOSPITAL FOR CHILDREN

Honors inspirational students in our community that encourage others, demonstrate a positive attitude while facing hardships and display remarkable commitment to improving their community. Selected candidates experience a gameday with their favorite team and players with the opportunity to attend morning skate, meet the players, and sit courtside/puck side, courtesy of Eddie’s Kids Foundation, for a game.

“Thank you for the opportunity to be an Av For A Day student. I really liked the game and being able to learn more about hockey. It was an unforgettable experience and the event was valuable to me in so many ways. Thank you for making this possible and giving me an unforgettable day.”
– Emily Escobar, Av For A Day

Mikko Rantanen

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**NUGGETS SKILLS CHALLENGE**
**SPONSORED BY CONOCO**
This year more than 3,000 children from Colorado, Kansas and South Dakota got to test their dribbling, passing and shooting skills in order to win the opportunity to compete in the Skills Challenge Finals. After the State Finals, participants attended a Denver Nuggets game where the State Champions were honored on the jumbotron during the game.

**TEAM FIT WITH THE NUGGETS & RAPIDS**
**SPONSORED BY ARDENT MILLS**
A program that encourages children, who are in grades 3-8, to practice everyday fitness and healthy nutritional habits.

**SPECIAL OLYMPICS CLINICS**
**SPONSORED BY COMFORT DENTAL**
The Denver Nuggets players and coaches hosted the 12th Annual Special Olympics Basketball clinic with over 120 athletes at Gold Crown Field House. In attendance were Nuggets Ambassadors, Denver Nuggets Dance Team and Super-Mascot Rocky. The Colorado Avalanche also hosted a street hockey clinic on the floor of Pepsi Center with 100 athletes from Special Olympics. Youth Sports Day for athletes ages 2-9 featured five stations including basketball, dance, hockey, lacrosse and soccer followed by a performance by the Denver Nuggets Dancers.

“For our athletes to be able to go out and shoot a couple of hoops with their heroes and we see the smiles on their faces, that’s absolutely priceless.”
– Zach Warner, Special Olympics Colorado

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**REACHING NEW HEIGHTS**
**SPONSORED BY SOUTHWEST AIRLINES**
The Denver Nuggets & Southwest Airlines teamed up to provide grants to three elementary Denver Public Schools. Students in grades 4–5 submit grant improvement projects to help their school “Reach New Heights”. Each school that participates receives a $3,000 grant to implement one of the projects. Denver Green School, McMeen Elementary School, and Place Bridge Academy each received a grant during 2016-2017 for a student-led project.

“Being a part of the Special Olympics is one of the best events we do, and we look forward to it every year.”
– Gary Harris
COLORADO RAPIDS SPECIAL OLYMPICS UNIFIED TEAM
20 athletes and coaches from Colorado have the opportunity to join the Rapids in a one-of-a-kind experience. The unified team, which is comprised of players both with and without intellectual disabilities between the ages of 16 and 25, receive training from the Colorado Rapid’s players and coaches. Athletes also travel to other Major League Soccer (MLS) markets to train and compete alongside their Special Olympics counterparts. This exchange program not only provides Special Olympics athletes with top-level training and competitive experiences, but also offers MLS fans an opportunity to witness the talents and abilities of Special Olympics Colorado soccer players’ first-hand. Last season, the Rapids Special Olympics Unified Team took on Philadelphia Union and FC Dallas at home, and finished the season by traveling to Utah to challenge Real Salt Lake.

QUEBEC INTERNATIONAL PEE WEE TOURNAMENT
Each year, Colorado Pee Wee teams have the opportunity to compete in the Quebec Qualifier Tournament to earn the honor of representing the Avalanche organization at the largest and most prestigious youth hockey tournament in the world, The Quebec International Pee Wee Hockey Tournament, which is held in February, in Quebec, Canada. The 2016-17 winning team, the Foothills Flyers, was coached by Avalanche Alumni Ken Klee.

“We had an amazing journey and we’re so proud to represent the Avalanche in such a prestigious tournament. The experiences and friends made will impact us far beyond the games.” – Ken Klee

BREAK THE ICE
SPONSORED BY CRESCENT POINT ENERGY
Offers kids the unique opportunity to “get on the ice” for the first time at either the Pepsi Center or the Avalanche practice facility in Centennial. Beginner skating instruction is provided by Avalanche players, coaches, Ram Trucks Ice Girls and Mascot Bernie. As a part of this program, the Avalanche annually host a skating clinic for pediatric cancer patients and their families during the Hockey Fights Cancer initiative.

NBA MATH HOOPS
Math Hoops is a fast-paced board game that allows students to learn fundamental math skills through direct engagement with real statistics of their favorite NBA and WNBA players. The Math Hoops curriculum has shown to improve math skills of students around the country. Students participated in the Math Hoops board game throughout the school year, culminating with the local championships hosted at the Pepsi Center.

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“Break the Ice” by Cory Chappell

The kids really enjoy Math Hoops Live. I enjoy too because I am like a little kid. When I was a kid, I will never forget when stars were able to spend some time with us. So if I can help anybody, I try. That’s my goal.” – Juancho Hernangomez

BREAK THE ICE PRIZE PACK
My favorite prize pack was the “Avalanche Hockey Stick.” I used it to hit the puck during the game. It was really cool to have my own stick to use in the game.” – Tyler Riegle, Foothills Flyers

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GAME DAY PROGRAM SALES

The Denver Nuggets & Colorado Avalanche offer youth associations an opportunity to sell game programs at each home game. The participating group keeps 100 percent of proceeds, which can be used at their discretion to support their association. $47,677 was raised during the 2016-17 Nuggets and Avalanche seasons to support youth associations in Colorado.

COMMUNITY PROGRAM SALES

NUGGETS COMMUNITY AMBASSADORS

Throughout the year, Denver Nuggets Community Ambassadors interact with more than 24,000 people at approximately 30 monthly appearances in Colorado and neighboring states. Interaction includes activities such as basketball skills clinics, presentations about leadership, sportsmanship and participation in other social events.

“This is a once in a lifetime opportunity for these kids to see the Nuggets practice facility and play with former NBA players. It’s amazing and it’s going to be something they remember for the rest of their lives”

– Meaghan Peters, MSVH

RAPIDS COMMUNITY AMBASSADORS

The Colorado Rapids Community Ambassadors are past Major League Soccer players and coaches who make special appearances in classrooms and at a variety of community events and organizations across the Denver metro area.

JUNIOR NUGGETS

In partnership with youth basketball leagues including Parks and Recreation centers, competitive leagues and a number of other leagues throughout the region, Jr. Nuggets provides boys and girls with a comprehensive basketball program which includes Jr. Nuggets jersey, ticket components, fundraising nights, skills clinic instruction by Nuggets players, coaches and ambassadors.

AVS BETTER HALVES

The Avs Better Halves (significant others of Avalanche players, coaches and management) host fundraisers to benefit “Kroenke Sports Charities”, engage in community appearances and volunteer at local non-profit organizations. During the 2016-17 season, the Avs Better Halves hosted a Favorite Things Christmas Tree Auction and Colorado Avalanche Charity Brunch.

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LEAGUE / TEAM INITIATIVES

Each season the NBA / NHL / NLL / MLS, all have their respective teams activate and promote a variety of social responsibility platforms. In 2016-17, Kroenke Sports & Entertainment partnered with each league to activate the following programs.

HOCKEY FIGHTS CANCER
PRESENTED BY UCHealth

Each season the teams of the NHL and the NHLPA work together to raise funds and awareness for a variety of cancer related non-profit organizations that spread throughout the U.S. and Canada. With support from UCHealth, fans were able to show their support of HFC awareness activations.

HOCKEY IS FOR EVERYONE

The NHL and Colorado Avalanche support any teammate, coach or fan who brings heart, energy and passion to the rink. The NHL encourages all hockey programs to provide a safe, positive and inclusive environment for players and families regardless of race, color, religion, national origin, gender, disability, sexual orientation and socio-economic status.

“This is something that I’m passionate about, making sure that people know that it doesn’t matter what background you have. For me, you live by the words that you treat others the way you want to be treated. Sport in general is such a great way of getting everyone together. It doesn’t matter what age or gender or sexual orientation or race or whatever, sport is fun. Anybody that wants to play should play, it’s as simple as that.”

Gabriel Landeskog – 21

Tyson Barrie

NBA SEASON TIP-OFF

League wide activation of the “Why We Play” season theme which included a Denver Nuggets Open Practice at Pepsi Center, Jr. NBA Week and NBA Cares community activations.
LEAGUE INITIATIVES

The Avalanche received IGF grants to increase participation in street hockey in local elementary and middle schools. During the 2016-17 season, the Avalanche activated in partnership with Playworks Colorado and Denver Public Schools Prep League to host over 700 students in street hockey leagues.

NBA FIT

NBA / WNBA FIT is the league’s comprehensive health and wellness program that encourages physical activity and healthy living for children and families through grassroots programs and events, products and promotional opportunities.

SEASON OF GIVING

During the holiday season, the teams of KSE work with a variety of organizations to host toy drives, visit patients in the hospital and collect food and funds for children and families who are in need.

NHL GREEN WEEK

Avalanche will highlight league, team and player environmental initiatives which include in-arena awareness nights, recycling programs and hands-on service projects.

MILITARY OUTREACH

Support of military personnel and their families is a constant with each of our teams as a variety of military involved programs are implemented throughout the respective seasons.

NHL FUTURE GOALS

In partnership with NHLPA and powered by EVERFI, the NHL/NHLPA launched Future Goals during the 2014-15 season. This education-based program is designed to help students build their Science, Technology, Engineering and Math Skills (STEM) using the fast-paced game of hockey as a learning vehicle. This season, 27,607 students from 437 schools in Colorado, Wyoming, Nebraska and Idaho completed the Future Goals Hockey Scholar curriculum.

NHL INDUSTRY GROWTH FUND

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LACROSSE OUT CANCER

Each season the Colorado Mammoth supports ‘Lacrosse Out Cancer’ week, raising tens of thousands of dollars for cancer research and non-profit funding while heightening awareness for screening and early detection. The week includes the ‘I’m Playing For’ campaign in which fans win the right to put their name or the name of a loved one on the actual uniform worn by their favorite player on ‘Lacrosse Out Cancer’ night.
COMMUNITY ASSISTS
KSC execute a variety of programs and community partnerships to fulfill our mission statement.

Each season the Nuggets and Avalanche partner with the United States Marine Corps to host a new toy and monetary collection drive prior to a home game to help with the US Marine Corps efforts to provide new toys to children in need.

MASCOT APPEARANCES
Mascots Rocky, Bernie, Edson and Wooly make appearances at various community events. Requests can be submitted on each team website.

AUTOGRAPH MERCHANDISE DONATION PROGRAM
Over 3,000 autographed items were donated to community organizations to aide in fundraising projects and events, raising an estimated $250,000 for community programs. Apply online at: ksetix.com/kse/donation-request-form.

DO ALL YOU CAN FOOD DRIVES SPONSORED BY BALL CORPORATION
Held prior to a Denver Nugget and Colorado Avalanche game each Holiday Season – fans are asked to donate funds and food to benefit Denver Rescue Mission.

KSE C.A.R.E. DAYS OF SERVICE
KSE hosts bi-annual Days of Service by providing an opportunity for employees to volunteer in the Denver community. During the 2016-17 season, KSE donated over 1,600 hours at 33 local organizations.
COMMUNITY TICKET PRIDE PROGRAM

KSC’s ticket donation program made it possible for more than 30,000 guests from more than 500 Colorado non-profit organization and schools to attend sporting and entertainment events. Apply online at ksetix.com/kse/donation-request-form.

“A huge thank you for the generous ticket donation. Thanks to your support, our kids going through life-changing medical experiences will be able to enjoy their first professional game! Your kindness extends far beyond this event and for that we wish to express our utmost gratitude and appreciation.”

– Ticket Recipient

COMMUNITY ASSISTS

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773 HOURS
players from the Denver Nuggets and Colorado Avalanche spent working in the Denver community.

1,600 HOURS
of community service KSE employees volunteered.

30,584 TICKETS DONATED
in the community for Nuggets, Avalanche, Mammoth and Rapids games and Pepsi Center events through the Community Pride Ticket Program.

$324,000 DONATED
in collection drives at Pepsi Center throughout the season.

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2,080 KIDS HOSTED
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