



2015-16
COMMUNITY
REPORT



CHARITIES
Where Hope Resides



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.

Kroenke Sports & Entertainment Community Relations and KSC execute a variety of programs / partnerships and events to fulfill our mission statement.

SIGNATURE COMMUNITY PARTNERS

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.

COLORADO ADAPTIVE SPORTS FOUNDATION

coloroadaptivesports.org
 KSC provides an annual grant to support Rolling Nuggets, Colorado Sled Hockey, Warrior Avs Sled Hockey, Rolling Mammoth and Power Soccer.

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.



GIVESPORTS EQUIPMENT DRIVE

apreciouschild.org
 In partnership with A Precious Child and sponsorship from KeyBank, KSC hosts our annual giveSPORTS Equipment Drive each summer, collecting new and gently used sports equipment for distribution to more than 140 non-profit organizations.

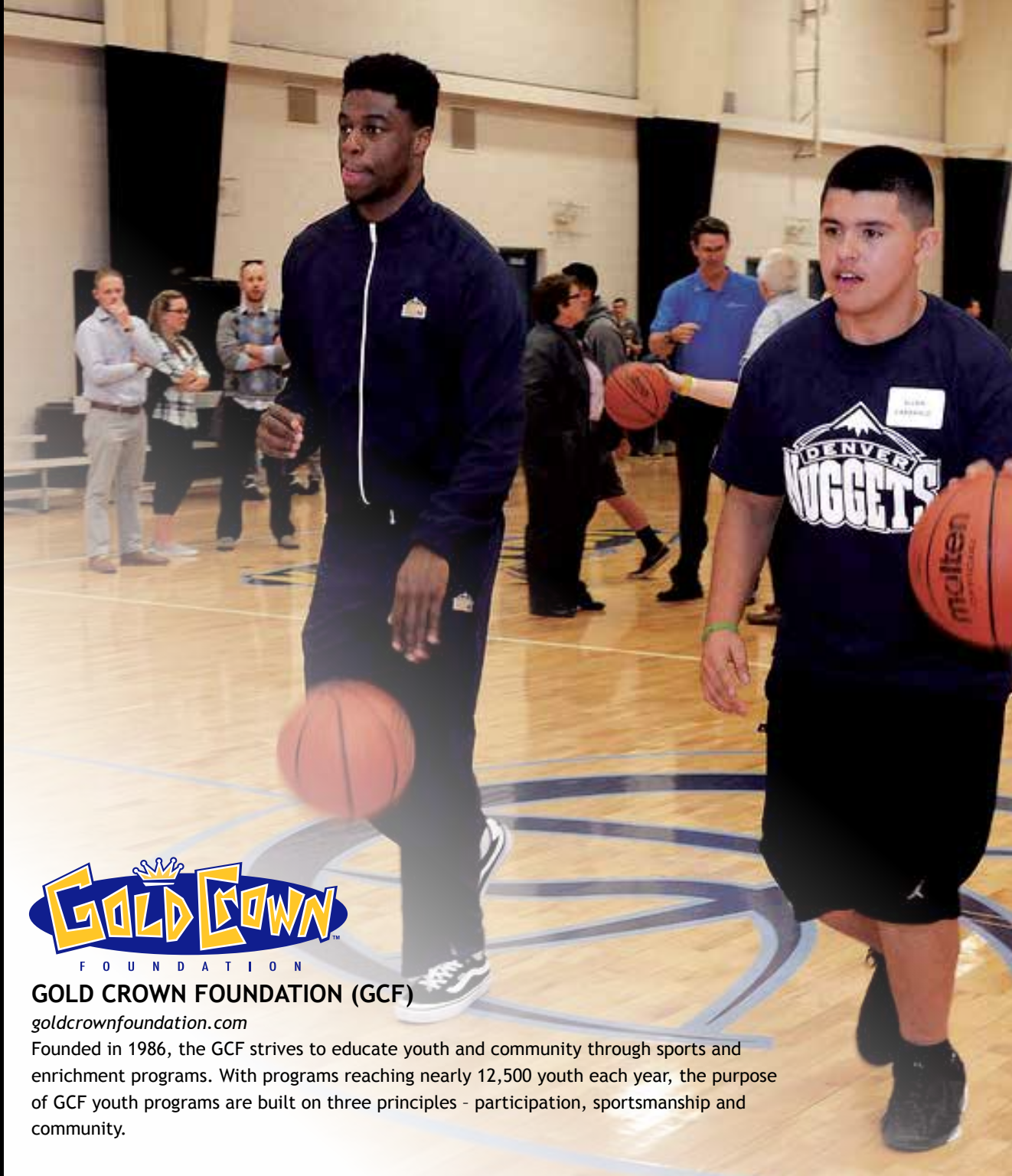


DENVER PUBLIC SCHOOLS FOUNDATION - DENVER PREP LEAGUE (DPL)

athletics.dpsk12.org
 In 1997, KSC became a Founding Partner of 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.



As part of the NHL Industry Growth Fund, a grant was given to the Avalanche to partner with Denver Prep League to create floor hockey program in 28 Denver Public Schools Middle Schools during the 2015-16 season.



GOLD CROWN FOUNDATION (GCF)

goldcrownfoundation.com

Founded in 1986, the 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.

SPECIAL OLYMPICS COLORADO (SOCO)

specialolympicsco.org

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 170 countries. SOCO serves more than 14,200 athletes statewide through 22 year-round sports programs. KSC also supports SOCO's Project UNIFY, a school-based program, which assists SOCO collaboration with Unified Sports and Young Athletes Programs.



**Special Olympics
Colorado**



KROENKE SPORTS CHARITIES FUNDRAISING EVENTS

Throughout the year, Kroenke Sports Charities holds several fundraising events, hosted by our team 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 from events benefit the **Community Programs of KSC**.



COLORADO AVALANCHE CHARITY GOLF CLASSIC
 The annual Colorado Avalanche Charity Golf Classic at the The Ridge at Castle Pines North gives guests the opportunity to spend a day with Avalanche players, coaches, alumni and celebrities while enjoying a round of golf.



MILE HIGH DREAMS GALA - A TOAST TO OUR TEAMS
 Our annual gala 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, food and libations from a variety of restaurants, breweries and wineries.



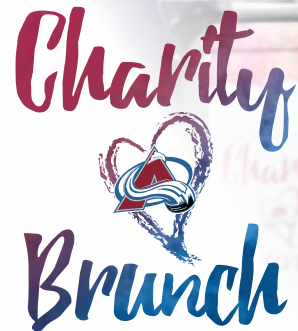
NUGGETS SOCIAL - PUNCH BOWL SOCIAL
 Guests get to spend an interactive evening with players, coaches, alumni, dancers and SuperMascot Rocky playing a variety of games including bowling, ping-pong, shuffleboard and more, all while enjoying great food and libations.



A Toast to Our Teams
MILE HIGH DREAMS GALA

AVALANCHE CHARITY BRUNCH HOSTED BY THE AVS BETTER HALVES

A heartwarming event hosted by the better halves. This fun filled day includes an expansive 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/coaches escorting children who have overcome medical challenges.



Hosted by the Avs Better Halves



RAPIDS WORLD CUP OF WINE AND BEER DICK'S SPORTING GOODS PARK

The Colorado Rapids annual World Cup of Wine and 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.

A BURGUNDY AFFAIR

Presented by Audi

The Colorado Rapids' end of season awards gala celebrates the achievements of the regular season while allowing guests to mingle with Rapids players, coaches and alumni. This Burgundy Affair will feature food, libations and a silent auction.



NOVEMBER 1

RAPIDS CHARITY GOLF CLASSIC

The annual Colorado Rapids Charity Golf Classic, held at the Ridge at Castle Pines North, includes an exciting day of golf with Colorado Rapids players and coaches.



SIGNATURE LICENSE PLATES

Colorado Avalanche and Denver Nuggets fans have the opportunity to purchase commemorative Avalanche or Nuggets Colorado license plates via the Colorado Motor Vehicles Department. Initial donation (\$45) benefits KSC.



NHL.COM ON-LINE AUCTIONS

On line auction of game used merchandise on NHL.com



GET YOUR TICKETS HERE!

50/50 RAFFLE

PROCEEDS BENEFIT YOUTH SPORTS IN COLORADO



50/50 RAFFLE SALES

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

COMMUNITY PROGRAMS

Our players, coaches and alumni are continuous active participants in the community, dedicating many hours each season participating in youth clinics, promote education, fitness STEM, and sportsmanship programs.

AV FOR A DAY / NUGGET FOR A DAY / RAPID FOR A DAY

Av and Nugget for a Day sponsored by Rocky Mountain Hospital for Children and Eddies Kids Foundation
Rapid for a Day sponsored by Cardel Homes

This program honors students who display progressive academic achievement, a positive attitude, good citizenship, good behavior and sustained involvement with-in the community, with a special day where they get to meet their favorite team/favorite player(s).



NUGGETS AND RAPIDS TEAM FIT

Sponsored by Ardent Mills

Team Fit programs encourage children, who are in grades 3-8, to practice everyday fitness and to practice healthy nutritional fundamentals.



NUGGETS SKILLS CHALLENGE

Sponsored by Conoco

Each year, children state-wide, get to test their dribbling, passing and shooting skills in order to win the opportunity to compete in the Skills Challenge.



RAPIDS PLAYER CLINICS

Sponsored by Cardel Homes

One hour sports fundamentals clinics for able bodied and disabled children hosted by players, coaches and alumni.



NUGGETS AND AVALANCHE SPECIAL OLYMPICS CLINICS

Sponsored by KeyBank and Comfort Dental

For the past 11 seasons, the Denver Nuggets players and coaches host a skills clinic with more than 120 athletes from special olympics. Also in attendance are Nuggets Ambassadors, Dancers and Supermascot Rocky. In addition, a floor hockey clinic was introduced with the Colorado Avalanche and 50 athletes from SOCO.



**Special
Olympics**
Colorado



COLORADO RAPIDS SPECIAL OLYMPICS UNIFIED TEAM

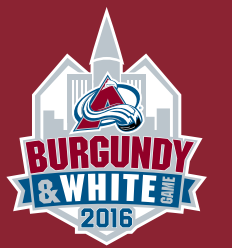
Sponsored by Audi, Cardel Homes, Coca-Cola, Dick's Sporting Goods and Transamerica

The unified team, which is comprised of players both with and without intellectual disabilities between the ages of 16 and 25, receives training from the Colorado Rapid's players and coaches. The teams soccer matches are scheduled in conjunction with Rapids home and away games. 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.



QUEBEC PEE WEE QUALIFIER AND INTERNATIONAL HOCKEY TOURNAMENT

Every November, Avalanche host the Quebec Qualifier, open to all Colorado Pee Wee hockey teams. The winner of this tournament becomes the Jr. Avalanche for that season and receives full sponsorship of travel, lodging, uniform and activities from the Colorado Avalanche to attend the Quebec International Pee Wee Hockey Tournament. The Quebec International Pee Wee Tournament is one of the largest and most prestigious youth hockey tournaments in the world, bringing over 110 Pee Wee teams from 14 countries and thousands of travelers to Quebec City.



AVALANCHE BURGUNDY / WHITE PRESEASON GAME

In partnership with Amateur Hockey Ticket Sales Department, a portion of ticket sales benefits the Quebec Pee Wee trip.

DONATION OF AUTOGRAPHED ITEMS

In support of community non-profit organizations and fundraisers - KSC donates approximately 1500 autographed items each year.



NBA MATH HOOPS

Math Hoops is a fast-paced basketball board game and mobile app that allows students to learn fundamental math skills through direct engagement with real player statistics of their favorite NBA and WNBA players. The Math Hoops curriculum has shown to improve math skills of students around the country.



COMMUNITY PRIDE TICKET PROGRAM

Players and foundations purchase season tickets which KSC distributes to non-profit agencies throughout the season.



MAMMOTH SKILLS & THRILLS

The Colorado Mammoth provides local elementary school students with the opportunity to learn basic lacrosse skills and compete in a series of fun competitions. The program is run in schools by the Colorado Mammoth players during physical education class in the winter and spring months.





GAME DAY PROGRAM SALES

At each Avalanche and Nuggets regular season home game, youth sports teams sell the GameDay programs. Teams keep 100% of program sales revenue to support their individual team needs - scholarships, uniforms, equipment, site rental.

This program annually raises approximately \$100,000.



NUGGETS COMMUNITY AMBASSADORS

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



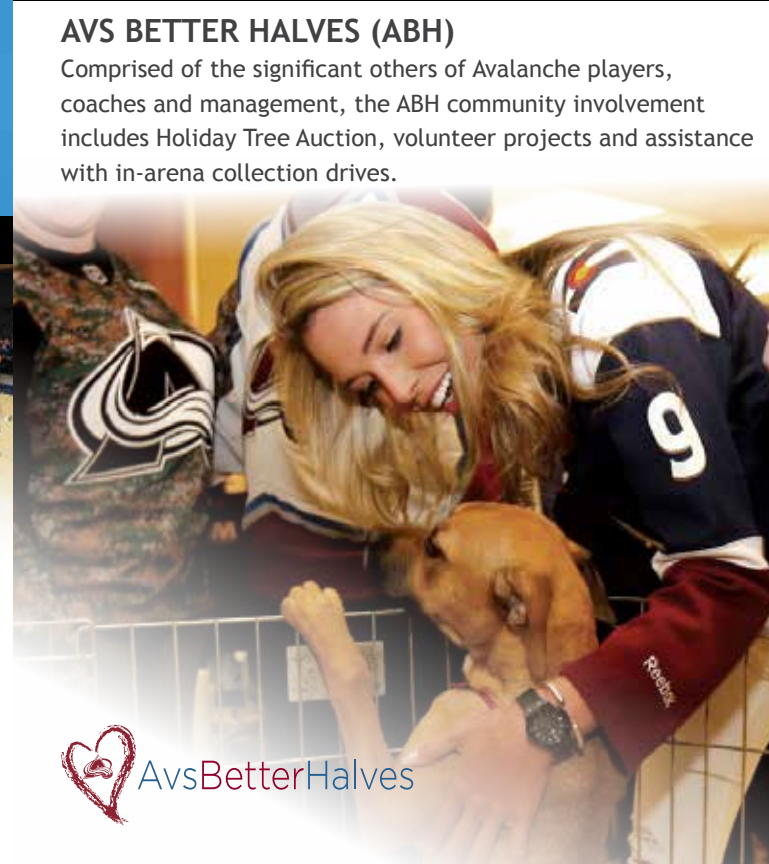
JR. NUGGETS

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 component, fundraising nights, skills clinic instruction by Nuggets players, coaches and ambassadors.



RAPIDS COMMUNITY AMBASSADOR

The Colorado Rapids Community Ambassador 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.



AVS BETTER HALVES (ABH)

Comprised of the significant others of Avalanche players, coaches and management, the ABH community involvement includes Holiday Tree Auction, volunteer projects and assistance with in-arena collection drives.



AVALANCHE ALUMNI ASSOCIATION

Members of Colorado Avalanche Alumni Association participate in charity hockey tournaments and other non-profit events in Colorado.



MINI MAMMOTH

Sponsored by Dick's Sporting Goods

The Colorado Mammoth hosts Mini Mammoth clinics catered to boys and girls ages 4-7. This program is dedicated to teaching basic lacrosse skills and directed by the Mammoth players themselves!

LEAGUE INITIATIVES

Each season the NBA, NHL, NLL and MLS have their respective teams activate and promote a variety of social responsibility platforms which in the past have included:



SEASON OF GIVING

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



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.



MLS WORKS™

In partnership with MLS Works, Rapids activate a variety of projects throughout the season including Greener Goals, Every Save Makes a Difference, Kick Childhood Cancer and Legacy Projects.



NBA SEASON TIP OFF

League wide activation of "Why We Play" season theme including such activities as Open Practice, Clinics and NBA Cares.



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.



NHL/NHLPA INDUSTRY GROWTH FUND

Beginning in the 2015-16 season, the Colorado Avalanche received two grants to increase participation in street and floor hockey in elementary and middle schools. The first grant was given to create a floor/street hockey program in partnership with Playworks Colorado at the elementary school level. The second was given for a diversity initiative to create a floor hockey league in partnership with Denver Public School's middle school Prep League.

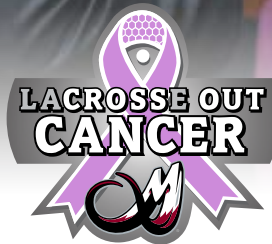


NHL FUTURE GOALS

In partnership with NHLPA and powered by EVERFI, the NHL/NHLPA Future Goals 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.

NHL GREENER GOALS

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



'LACROSSE OUT CANCER' WEEK

Presented by Sarah Cannon Cancer Network at HealthONE
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.



HOCKEY FIGHTS CANCER

Each season during the months of October and November, 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.

COMMUNITY ASSISTS

Kroenke Sports Charities executes a variety of programs and community partnerships to fulfill our mission statement.

COMMUNITY ASSISTS



DO WHAT YOU CAN FOOD DRIVE

Sponsored by Ball Corporation

Held prior to a Nugget and Avalanche game each November - fans are asked to donate funds and food to benefit Denver Rescue Mission.



KSE C.A.R.E. DAY OF SERVICE

More than 750 hours volunteered by Kroenke Sports and Entertainment employees at annual Days of Service.





TOYS FOR TOTS
 Each season the Denver Nuggets and Colorado Avalanche partners 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

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

KSE COMMUNITY RELATIONS CONTACT INFORMATION

Deb Dowling-Canino

Vice President

303.405.1325, Deb.Dowling@TeamKSE.com

Rui Encarnacao

Program Coordinator

303.405.1351, Rui.Encarnacao@TeamKSE.com

Heather Garcia

Grant & Development Manager

303.405.1166, Heather.Garcia@TeamKSE.com

Ali Houlis

Colorado Mammoth Lacrosse Development Manager

303.575.1904, Ali.Houlis@TeamKSE.com

Caitlin Kinser

Colorado Rapids Community Relations Manager

303.727.3720, Caitlin.Kinser@TeamKSE.com

Nicole Kramer

Coordinator

303.405.1107, Nicole.Kramer@TeamKSE.com

Lesley Linscott

Director

303.405.1104, Lesley.Linscott@TeamKSE.com

