

The Columbus Neon Rainbow Run®  
603 E Town St  
Columbus, OH 43215  
mcorson@neonrainbowrun.com  
240.920.7430



## **BENEFITTING KALEIDOSCOPE YOUTH CENTER SPONSORSHIP PACKAGE**

### **MAY 12TH, 2018**

**MISSION:** To work in partnership with young people in Central Ohio to create safe and empowering spaces for Lesbian, Gay, Bisexual, Transgender, Queer, Questioning and Ally youth through advocacy, education, support, and community engagement.

The Columbus Neon Rainbow Run® is a nighttime, 5K glow run taking place on May 12th, 2018 that sees our runners being doused by blacklight reactive color powder, paint, and foam as they race to the finish line. This is followed by our Health and Wellness Festival, featuring live entertainment, local vendors, free HIV/STI testing, and a variety of activities.

**[WWW.KYCOHIO.ORG](http://WWW.KYCOHIO.ORG)**



# Sponsorship Proposal

To our Future Partner,

On November 12th, 2016, a crispy gunshot pierced the air as swarms of runners clad in illuminating neon colors raced down the shaded streets of Columbus, laughing and smiling as they approached the finish line. Here at The First Annual Columbus Neon Rainbow Run®, over \$10,000 was raised in support of Kaleidoscope Youth Center, a local Columbus nonprofit organization created to support and champion the lives of disadvantaged LGBTQ youth and their families. Looking forward, The Columbus Neon Rainbow Run® aims to return in 2018 with a reach across the entire Columbus community and continue promoting the Kaleidoscope name and mission, which is to work in partnership with young people in Central Ohio to create safe and empowering spaces for Lesbian, Gay, Bisexual, Transgender, Queer, Questioning and Ally youth through advocacy, education, support, and community engagement. Kaleidoscope nurtures their youths into becoming productive members of society by providing multi-faceted education, basic necessities, and mental health counseling to many disadvantaged LGBTQ youth in Columbus, including food, clothing, shelter, and more.

The Columbus Neon Rainbow Run® would like to invite your business to be a sponsor of The Second Annual Columbus Neon Rainbow Run®, a nighttime, glow-in-the-dark 5K race across our great city of Columbus followed by our Health and Wellness Festival. Your sponsorship allows The Columbus Neon Rainbow Run® to give Kaleidoscope the resources to continue working with the community and provide accessible education and critical necessities to disadvantaged LGBTQ youth, helping them garner self-sustaining jobs. This partnership not only gives Kaleidoscope the resources to continue its incredible work, but offers your business positive PR and a boost in sales. At The Columbus Neon Rainbow Run®, we ensure a successful relationship with our sponsors through four key areas:

**Brand Visibility:** The Second Annual Columbus Neon Rainbow Run® is projected to welcome over 1,000 runners for its event and enjoy an extensive media blitz. And luckily, your company's logo will be everywhere on this event; your business will receive recognition from not only our runners, but the entire Columbus community. Additionally, from t-shirts, race kits, water bottles, and more, your company's name will be with our runners long after the last runners crosses the finish line!

**Creative Approval:** The Columbus Neon Rainbow Run® values our partners' input and want to ensure our partners' DNA is also infused into our event. We believe in complete transparency and understand that our partners' most important asset - their brand - is respected and being properly represented. Thus, our sponsors sign off on any and all creative efforts featuring their logo.

**Metrics:** The Columbus Neon Rainbow Run® wants to ensure our sponsors can see the impact their contribution has on their sales. We proudly offer common metrics used to measure sponsorship ROI to evaluate the amount of exposure our sponsors receive throughout the event and its promotion.

**Open Lines of Communication:** The Columbus Neon Rainbow Run always delivers what it is promised and is clear and concise in what our sponsors can expect from their investment. We treat our partners like prized clients and value lasting, mutually-beneficial business relationships.

I have included the Sponsorship Levels that are available. I am hopeful that your business will become apart of this returning Columbus event. If you are interested, you can contact me personally through the information below or complete our Sponsorship Interest Form at [www.neonrainbowrun.com/sponsor](http://www.neonrainbowrun.com/sponsor). I'm sure you have many questions. Please do not hesitate to contact me with any questions. In addition, I will follow-up via phone within a week or two to answer any questions. Thank you for taking the time to review our Sponsorship Package.

With sincere regards,

A handwritten signature in black ink that reads "Mitch Corson". The signature is fluid and cursive, with the first name "Mitch" and last name "Corson" clearly distinguishable.

Mitchell Corson  
The Columbus Neon Rainbow Run® Executive Director  
240.920.7430  
[mcorson@neonrainbowrun.com](mailto:mcorson@neonrainbowrun.com)



## Sponsorship Levels

The Columbus Neon Rainbow Run® would be thrilled to work with your business as a sponsor of The Second Annual Columbus Neon Rainbow Run®! Being a benefactor to our event not only gives your company an incomparable opportunity to promote your business's endeavors throughout the Columbus community, but proves your business's dedication to the furthering of a diverse and inclusive community. It also allows Kaleidoscope the means to reach farther in the community and continue to make a greater impact. Please review the following Sponsorship Levels and decide what is best for your business. If you have any questions, please do not hesitate to contact us.

### PRESENTING SPONSOR \$10,000

- ☒ Premier status on all The Second Annual Columbus Neon Rainbow Run® materials, signage, and marketing efforts
- ☒ Company name included on all race kits
- ☒ Opening remarks by company representative before race
- ☒ Company name present on main stage
- ☒ Company mentioned in all race correspondence with runners and volunteers
- ☒ Priority placement of company banners and signage displayed throughout event
- ☒ Company logo on Start/Finish line
- ☒ Company-staffed expo booth at event, if desired
- ☒ Company mentioned in all event promotion and social media
- ☒ Company name included on all event tickets
- ☒ Recognition and company link on website
- ☒ Fifteen complimentary tickets to The Second Annual Columbus Neon Rainbow Run®
- ☒ Twenty complimentary official event t-shirts
- ☒ Company staff discount on event tickets
- ☒ Permission to include paper advertisements/promotions in race kits
- ☒ Priority placement of company name on official event t-shirts
- ☒ First rights to Presenting Sponsorship for The Third Annual Columbus Neon Rainbow Run® in May 2019

### HEATH AND WELLNESS FESTIVAL SPONSOR \$7,500

- ☒ Company name included on event signage
- ☒ Company name included on all race kits
- ☒ Introductory remarks by company representative to Health and Wellness Festival
- ☒ Company name present on main stage
- ☒ Company banners and signage displayed throughout the event
- ☒ Logo on Start/Finish line
- ☒ Company-staffed expo booth at event, if desired
- ☒ Company mentioned in all event promotion and social media
- ☒ Company name included on all event tickets
- ☒ Recognition and company link on website
- ☒ Ten complimentary tickets to The Second Annual Columbus Neon Rainbow Run®
- ☒ Fifteen complimentary official event t-shirts
- ☒ Company staff discount on event tickets
- ☒ Permission to include paper advertisements/promotions in race kits
- ☒ Company name included on official event t-shirts



## Sponsorship Levels

### VOLUNTEER SPONSOR

**\$5,000**

- ☒ Company name on volunteer entry form, volunteer e-mail blasts, and volunteer website page
- ☒ Company mentioned in all volunteer correspondence
- ☒ Company name printed on volunteer tent banner
- ☒ Company name included on volunteer t-shirts
- ☒ Opportunity to distribute premium products to over 150 volunteers
- ☒ Company banners and signage displayed throughout event
- ☒ Company staffed expo booth at event, if desired
- ☒ Recognition on website
- ☒ Five complimentary tickets to The Second Annual Columbus Neon Rainbow Run®
- ☒ Ten complimentary event t-shirts
- ☒ Permission to include paper advertisements/promotions in race kits
- ☒ Company name included on event t-shirts

### WATER BOOTH SPONSOR

**\$3,000**

- ☒ Company name printed on all event Water Stations
- ☒ Company name printed on all water bottles
- ☒ Company banners and signage displayed throughout the event
- ☒ Logo on Start/Finish line
- ☒ Company-staffed expo booth at event, if desired
- ☒ Company mentioned in event promotion and social media
- ☒ Company name included on all event tickets
- ☒ Recognition and company link on website
- ☒ Five complimentary tickets to The Second Annual Columbus Neon Rainbow Run®
- ☒ Ten complimentary official event t-shirts
- ☒ Company staff discount on event tickets
- ☒ Permission to include paper advertisements/promotions in race kits
- ☒ Company name included on official event t-shirts

### COLOR ZONE SPONSOR (6 AVAILABLE)

**\$1,500**

- ☒ Naming rights to one of six event Neon Color Zones
- ☒ Company name printed on one of six event Neon Color Zones
- ☒ Company banners and signage displayed throughout event
- ☒ Logo on Start/Finish line
- ☒ Company mentioned in event promotion and social media
- ☒ Recognition on website
- ☒ Two complimentary tickets to The Second Annual Columbus Neon Rainbow Run®
- ☒ Four complimentary event t-shirts
- ☒ Company-staffed expo booth at event, if desired
- ☒ Permission to include paper advertisements/promotions in race kits
- ☒ Company name included on event t-shirts



## Sponsorship Levels

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### COURSE MARKER SPONSOR

**\$750**

- ☒ Company name included on event Course Markers
- ☒ Company-staffed expo booth at event, if desired
- ☒ Recognition on website
- ☒ Company staff discount for tickets
- ☒ Permission to include paper advertisements/promotions in race kits
- ☒ Company name included on event t-shirts

### EXPO BOOTH SPONSOR

**\$250**

- ☒ Company-staffed expo booth at event, if desired
- ☒ Recognition on website



# Sponsorship Fact Sheet

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## WHEN

May 12th, 2018

## WHAT

The Columbus Neon Rainbow Run® is a nighttime, 5K glow run that sees our runners being doused by blacklight reactive color powder, paint, and foam as they race to the

## WHO

Kaleidoscope Youth Center, a long-standing LGBTQ recreational and homeless shelter, is proud to present The Second Annual Columbus Neon Rainbow Run®.

## WHY

Kaleidoscope works in partnership with young people in Central Ohio to create safe and empowering spaces for Lesbian, Gay, Bisexual, Transgender, Queer, Questioning and Ally youth through advocacy, education, support, and community engagement. Kaleidoscope has provided accessible education and critical resources to LGBTQ youth and families across Columbus for decades. Kaleidoscope positions itself as reliable emotional, financial, and economic supporter for thousands of disadvantaged youths across our great city. The Columbus Neon Rainbow Run® not only allows Kaleidoscope to access more materials for the youth it serves, but increases the support of disadvantaged youth economically and socially.

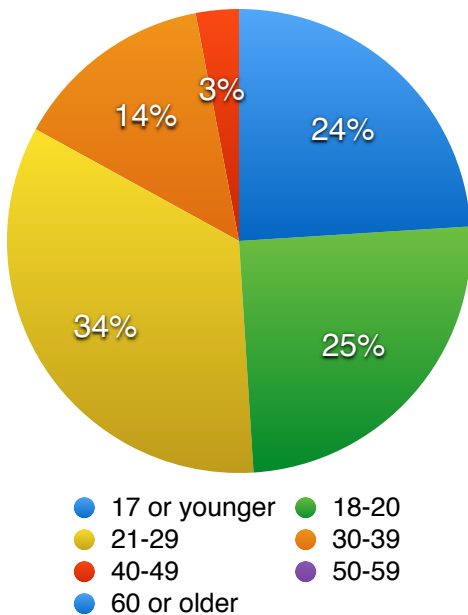




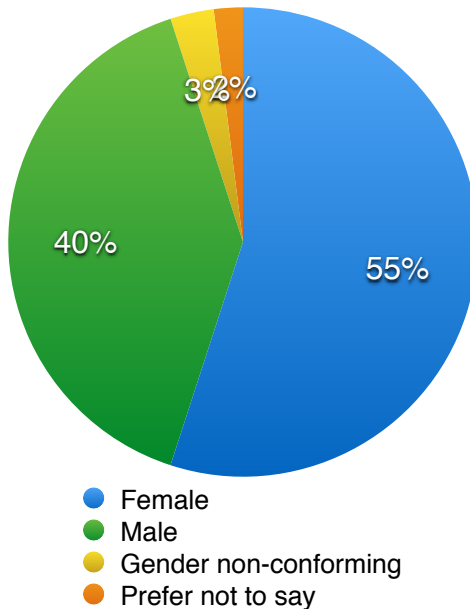
# Event Demographics/Information

The following data is a selection of information collected through a survey open to attendees who participated in The First Annual Columbus Neon Rainbow Run® on November 12th, 2016. This information refers only to The Columbus Neon Rainbow Run® and its work. The purpose of this survey is to collect participant feedback on the quality, execution, and organization of the event and audience demographics to improve The Columbus Neon Rainbow Run®, as well as providing quality information to our business partners. Please note that our attendees' privacy is of utmost importance to The Columbus Neon Rainbow Run® and all answers will stay anonymous. Please refer to our Privacy Policy at [www.neonrainbowrun.com/policies](http://www.neonrainbowrun.com/policies) for more clarification on our collection and usage of this information.

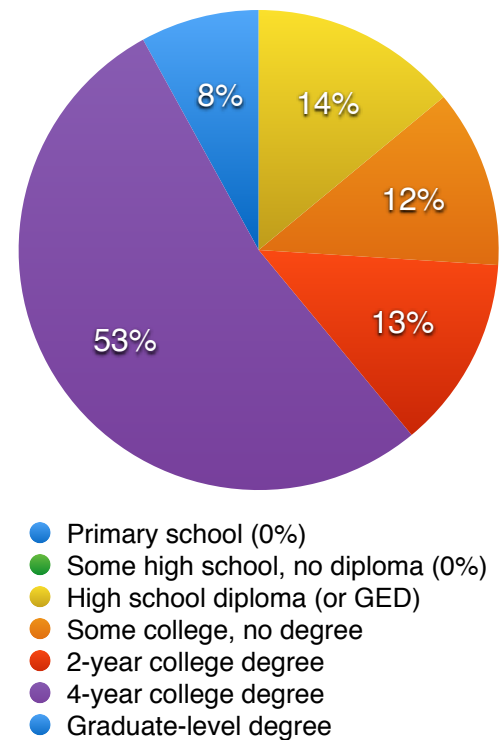
What is your age?



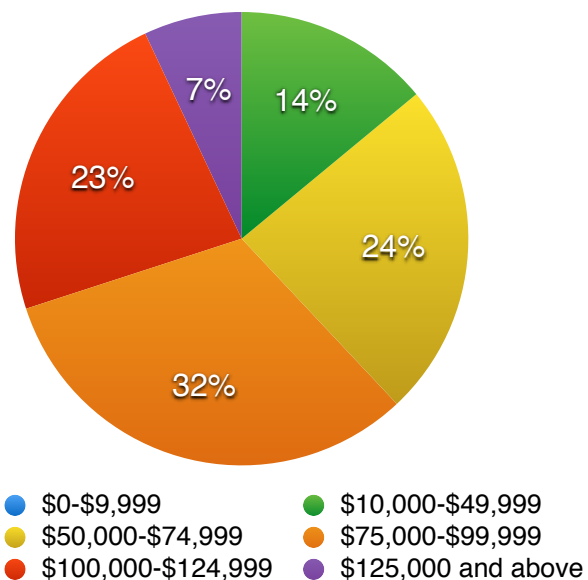
What is your gender?



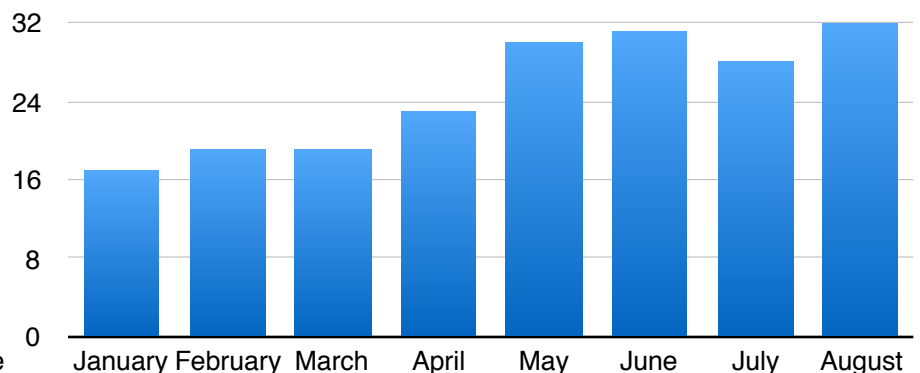
What is the highest level of education you have attained?



How much total combined money did all members of your HOUSEHOLD earn last year?



Aggregate increase (by percentage) of total online visits to website, social media, and online interactions in 2017.





# W9 Form

**Form W-9**  
 (Rev. December 2014)  
 Department of the Treasury  
 Internal Revenue Service

**Request for Taxpayer  
Identification Number and Certification**

Give Form to the  
requester. Do not  
send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**Kaleidoscope Youth Center, Inc.**

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:  
☐ Individual/sole proprietor or single-member LLC  
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶  
☒ Other (see instructions) ▶ **501(c)(3) nonprofit corporation**  
☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate  
**Note.** For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  
 Exempt payee code (if any) \_\_\_\_\_  
 Exemption from FATCA reporting code (if any) \_\_\_\_\_  
 (Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)  
**603 East Town Street**

6 City, state, and ZIP code  
**Columbus, OH 43215**

7 List account number(s) here (optional)

Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**  
 Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.  
**Note.** If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number  
 \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
 or  
 Employer identification number  
**3 1 - 1 4 1 1 4 9 5**

**Part II Certification**  
 Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

**Sign Here**  
 Signature of U.S. person ▶

Date ▶ **2/18/17**

**General Instructions**  
 Section references are to the Internal Revenue Code unless otherwise noted.  
**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

**Purpose of Form**  
 An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.





# Letter of Determination



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248162350  
Jan. 15, 2015 LTR 4168C 0  
31-1411495 000000 00

00014496  
BODC: TE

KALEIDOSCOPE YOUTH CENTER INC  
% ANGELA WELLMAN  
PO BOX 8104  
COLUMBUS OH 43201



007943

Employer Identification Number: 31-1411495  
Person to Contact: Mr Edwards  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Jan. 07, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in December 1994.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



## Letter of Determination (cont.)

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0248162350  
Jan. 15, 2015 LTR 4168C 0  
31-1411495 000000 00  
00014497

KALEIDOSCOPE YOUTH CENTER INC  
% ANGELA WELLMAN  
PO BOX 8104  
COLUMBUS OH 43201

If you have any questions, please call us at the telephone number  
shown in the heading of this letter.

Sincerely yours,

*Susan M. O'Neill*

Susan M. O'Neill, Department Mgr.  
Accounts Management Operations



# Audited Financial Statement

Due to the high volume of Kaleidoscope's most recently audited financial statement, we cannot fit this document in its entirety into our sponsorship package. Please contact The Columbus Neon Rainbow Run® at [mcorsen@neonrainbowrun.com](mailto:mcorsen@neonrainbowrun.com) and we will send the full document to your business promptly.

**Form 990** OMB No. 1545-0047

**Return of Organization Exempt From Income Tax**  
Under section 501(c)(3), 527, or 4947(b)(1) of the Internal Revenue Code (except private foundations)

**2016**  
Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

**A** For the 2016 calendar year, or tax year beginning 2016, and ending 2016

**B** Check if applicable:  
☐ Address change  
☐ Name change  
☐ Initial return  
☐ Final/terminated  
☐ Amended return  
☐ Application pending

**C** Name of organization: Kaleidoscope Youth Center, Inc.  
 Doing business as:  
 Number and street (or P.O. box if mail is not delivered to street address):  
 P.O. Box 8104  
 City or town, state or province, country, and ZIP or foreign postal code:  
Columbus OH 43201

**D** Employer identification number:  
31-1411495

**E** Telephone number:  
(614) 294-5437

**F** Name and address of principal officer:  
Gregory Kromenacker, P.O. Box 8104 Columbus OH 43201

**G** Gross receipts: \$ 393,064

**H** Is this a group return for subsidiaries? ☐ Yes ☒ No  
 If "No," attach a list (see instructions)

**I** Tax-exempt status: ☒ 501(c)(3) ☐ 501(c)( ) ☐ 527 (insert no.) ☐ 4947(b)(1) or ☐ 527

**J** Website: kycoho.org

**K** Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other ☐ **L** Year of formation: 1994 **M** State of legal domicile: OH

**Part I Summary**

Activities & Governance		Revenue		Expenses		Net Assets or Fund Balances	
1	Briefly describe the organization's mission or most significant activities: <u>To partner with young people in Central Ohio to create safe and empowering environments for lesbian, gay, bisexual, transgender, queer, questioning and ally youth through advocacy, education, support, and community engagement.</u>						
2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.						
3	Number of voting members of the governing body (Part VI, line 1a)	3		11			
4	Number of independent voting members of the governing body (Part VI, line 1b)	4		11			
5	Total number of individuals employed in calendar year 2016 (Part V, line 2a)	5		10			
6	Total number of volunteers (estimate if necessary)	6		75			
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a		0.			
7b	Net unrelated business taxable income from Form 990-T, line 34	7b		0.			
8	Contributions and grants (Part VIII, line 1h)	Prior Year	373,448.	Current Year	389,561.		
9	Program service revenue (Part VIII, line 2g)		2,970.		263.		
10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		235.		3,240.		
11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)				3,240.		
12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		376,653.		393,064.		
13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)						
14	Benefits paid to or for members (Part IX, column (A), line 4)						
15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		183,103.		213,215.		
16a	Professional fundraising fees (Part IX, column (D), line 11e)						
17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		99,730.		149,185.		
18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		282,833.		362,400.		
19	Revenue less expenses. Subtract line 18 from line 12		93,820.		30,664.		
20	Total assets (Part X, line 16)	Beginning of Current Year	359,602.	End of Year	372,758.		
21	Total liabilities (Part X, line 26)		63,333.		45,825.		
22	Net assets or fund balances. Subtract line 21 from line 20		296,269.		326,933.		

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

**Sign Here**  
 Signature of officer: Gregory Kromenacker Date: 08/28/17  
 Type or print name and title: Gregory Kromenacker, MBA Board Treasurer

**Paid Preparer Use Only**  
 Preparer's name: William Powelson Preparer's signature: William Powelson Date: 09/08/17 Check ☒ self-employed PTIN: P00237660  
 Firm's name: William Powelson, CPA Firm's address: 1250 Chambers Rd., Ste 210 Columbus OH 43212 Phone no.: (614) 481-4409

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

BAA For Paperwork Reduction Act Notice, see the separate instructions. TEEA0101 11/16/16 Form 990 (2016)