

## NATIONAL SPORTS CENTER FOR THE DISABLED

**82% of Americans say they have a more positive image of a business when it partners with a nonprofit.**

**89% of Americans say they would be likely to switch to a brand associated with a good cause.**

**38% of employees say they are more likely to be proud of their company if the company participates in a cause-related marketing program.**

Cone Communications/Roper Organization

### **3 Reasons to get involved with the NSCD:**

1. For over 38 years, the NSCD has helped improve the health and quality of life of people living with a disability.
2. 79% of contributions go towards adaptive sports and recreational programming.
3. In 2007, NSCD spent five million dollars to teach and provide equipment for over 20,000 lessons.

### **Company partnership benefits:**

1. **Increase retail traffic and sales** because more people will feel good about doing business with your company.
2. **Gain publicity** from the media with a new partnership.
3. **Motivate employees** and attract new employees to your company.

### **How your company can help NSCD:**

1. **Make a contribution** and make a difference in a disabled person's life.
2. **Creates awareness** of NSCD's mission to the public.
3. **Volunteer** at NSCD's sports and recreational clinics.

*"Our employees enjoy being involved with an event that benefits a non-profit that has historically been so uniquely Colorado and now has the potential to broaden geographically. The relationship we have with the NSCD presents an opportunity for our bank staff to become a true part of something large and meaningful."*

**Don Marshall, Regional President, Wells Fargo Bank**

*"Being a Sponsor of the NSCD is much more than a business deal - it is a way of life for Winter Park Resort. Our mission is to 'Create the best memories - again and again!' There is no better way to do this than supporting the NSCD and its programs making it possible to create memories that at one time no one thought were remotely possible."*

**Gary J. DeFrangé, Vice President,  
Winter Park Resort**

