

# 2010 PLAYBOOK

CHIEFS CHARITY GAME



BENEFITING THE CHILDREN'S CENTER FOR THE VISUALLY IMPAIRED

## 2010 CHIEFS CHARITY GAME SPONSORS

### HALL OF FAME UNDERWRITERS

Jean and Don Wagner

### ALL-PRO UNDERWRITERS

Rudy and Patricia Niswanger

### SCHOLARSHIP SPONSORS

Mary Lynne Dolemba

### WALK-ON SPONSORS

Jenifer and David Barry (2)

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Blue Cross Blue Shield of Kansas City

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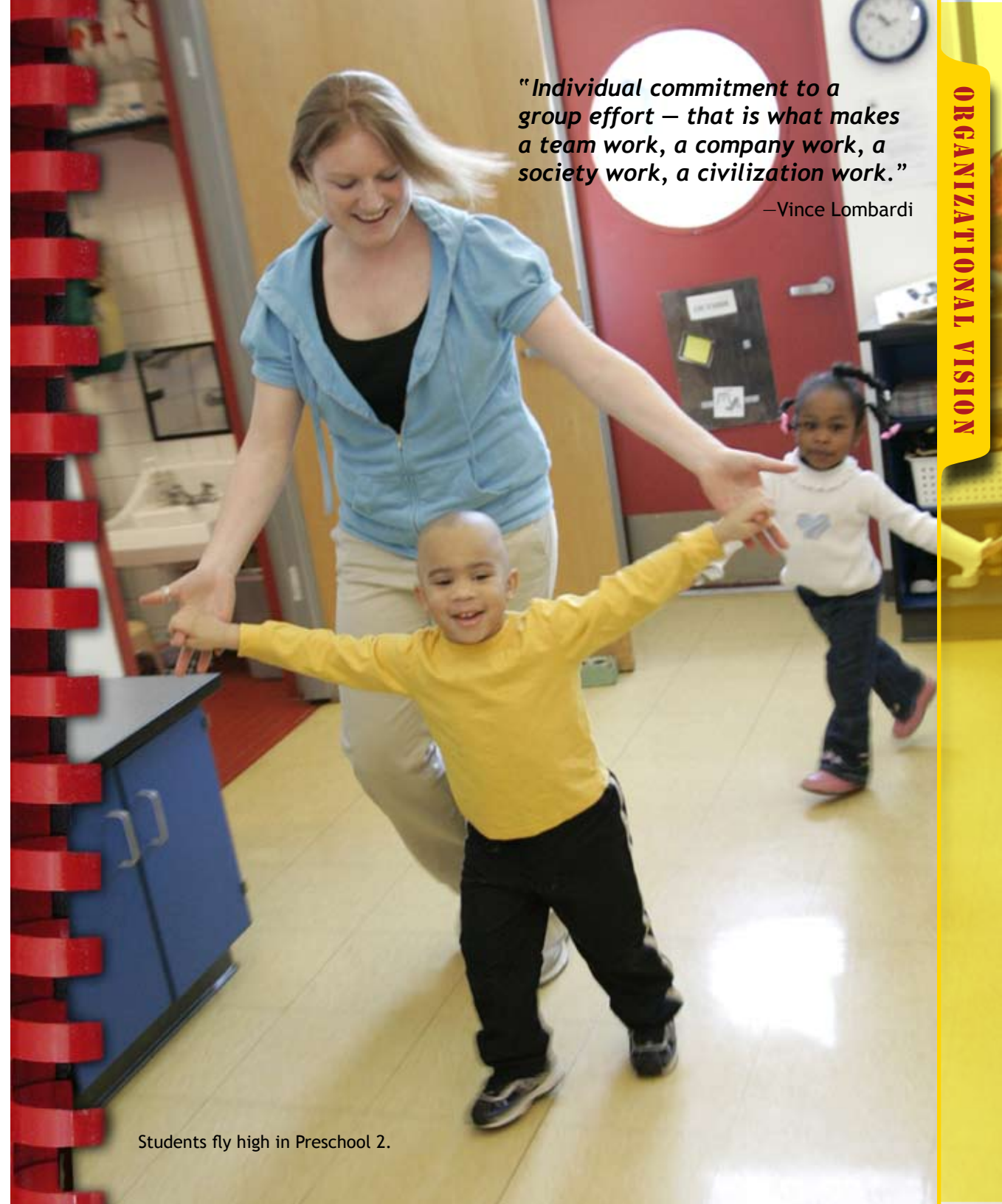


public relations • professional writing • media consulting

(As of January 15, 2010.)

*"Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work."*

–Vince Lombardi



Students fly high in Preschool 2.



**T**he Children's Center for the Visually Impaired was established in 1952 to provide young blind and visually impaired children in the Kansas City region with the best possible foundation for success in life.

*"The mission of the Children's Center for the Visually Impaired is to prepare children with visual impairments, including those with multiple disabilities, to reach their highest potential in the sighted world."*

CCVI provides educational programs for children from birth to kindergarten and beyond. It also offers support and information for families, consultation in the community and research in the field of the education of the blind.

CCVI offers comprehensive assistance to children with visual impairments and their families including a home-based infant/toddler program, on-site preschool and kindergarten classes, family support and consulting services to area school districts, private schools and state schools.

CCVI currently serves more than 300 children from Kansas and Missouri every year. All CCVI teachers are certified in Blind/Partially Sighted and Early Childhood Special Education. Staff members include professionals in aquatic, occupational, speech/language and physical therapies, as well as in the specialized instruction areas of braille, orientation and mobility, deafblind education and assistive technology.

#### Facts and Figures:

- More than half of CCVI families are considered low income or below the poverty level.
- All CCVI families are on some degree of scholarship or financial aid.
- CCVI has seen an increase of children who have complex physical, sensory and cognitive disabilities in addition to visual impairment.
- There are many children in rural and outlying areas underserved or receiving no specialized services at all.
- Visual impairment is a random, unpredictable disability. Families from every demographic arrive at CCVI with virtually no frame of reference on where to begin.

### COME VISIT US!

To schedule a private tour of CCVI, please contact Susan Belger Angulo at 816-841-CCVI (2284) or e-mail her at [sbelger@ccvi.org](mailto:sbelger@ccvi.org).

*"Teamwork is the fuel that allows common people to produce uncommon results."*

—Unknown



K.C. Wolf, CCVI preschool student Audrey and CCVI alum Tyler walk to the coin toss.



**S**ince 1984 the Kansas City Chiefs have teamed with the Kansas City community to raise money and awareness for local children’s charities through the annual “Chiefs Charity Game.” Conceived by Chiefs founder Lamar Hunt, the game encourages Kansas City businesses and philanthropists to support local non-profit agencies who strive to meet the significant physical, educational and material needs of children living in our community.

William “Bill” Dunn, Sr., founder of J.E. Dunn Construction Co., along with Chiefs general manager Jack Steadman were enlisted to promote Mr. Hunt’s innovative idea to the business community, and the “Chiefs Charity Game” was pioneered.

Now in its 27th year, the “Chiefs Charity Game” is the most successful and longest-running charity game in the National Football League. With the support of the Hunt Family and the Chiefs organization, more than \$6.5 million has been generated for local children’s charities since the game’s inception. The impact of the “Chiefs Charity Game,” however, cannot be measured in dollars alone. As the recipient of the “Chiefs Charity Game,” local agencies receive the Chiefs “seal of approval” and are able to communicate their mission and needs to a regional audience.

The Children’s Center for the Visually Impaired (CCVI) is honored to be a partner in Lamar Hunt’s vision to positively impact the lives of area children

2010	Children’s Center for the Visually Impaired	1996	Don Bosco & Cradles and Crayons
2009	Children’s Center for the Visually Impaired	1995	Don Bosco
2008	Operation Breakthrough	1994	Children’s Center for the Visually Impaired
2007	Operation Breakthrough	1993	Swope Parkway Health Center
2006	Operation Breakthrough	1992	Don Bosco & Dream Factory
2005	Operation Breakthrough	1991	MOSCA/The Children’s Place
2004	Don Bosco & Boys and Girls Clubs	1990	YouthNet
2003	Don Bosco & Boys and Girls Clubs	1989	Ozanam Home for Boys & Wyandotte House
2002	Don Bosco & Boys and Girls Clubs	1988	Genesis School & De La Salle Education Center
2001	Don Bosco & Boys and Girls Clubs	1987	Don Bosco-Della C. Lamb
2000	Don Bosco & Boys and Girls Clubs	1986	Crippled Children’s Nursery School (Children’s TLC)
1999	Don Bosco, Boys and Girls Clubs, & Children’s Center Campus	1985	Niles Home for Children
1998	Don Bosco & Boys and Girls Clubs		
1997	Don Bosco & Guadalupe Center		

*“Alone we can do so little;  
together we can do so much.”*

—Helen Keller



Kansas City Chiefs Punter Dustin Colquitt, CCVI Executive Director Mary Lynne Dolemba, Kansas City Chiefs Center Rudy Niswanger and CCVI alum Nathan.

**T**he 2010 Chiefs Charity Game committees are comprised of influential philanthropic, business and civic leaders with a vast range of professional and volunteer skills and experiences. Members of this dynamic team share a common goal to empower children with severe visual impairments to reach their highest potential in the sighted world.

## COACHING STAFF

### HONORARY CHAIRS

Marshall and Jill Dean  
Don and Jean Wagner

### EVENT CHAIRS

Stu and Dana Stram

## PLAYERS ROSTER

### HALL OF FAME COMMITTEE

Laura Chisholm  
*Second VP, CCVI Board of Directors*

Jill Dean  
*Secretary, CCVI Board of Directors*

David Embry  
*J.P. Morgan  
CCVI Board of Directors*

Dr. Jim Hinson  
*Superintendent of Schools,  
Independence Public School District*

Bobby and Robyn Jones  
*Parents of former CCVI student*

Marianne Kilroy  
*Past President, CCVI Board of  
Directors*

Jennifer Krizek  
*CCVI Board of Directors*

John Lathrop  
*KPMG  
CCVI Board of Directors*

Jeff Montgomery  
*Union Broadcasting*

Paul Neidlein  
*Turner Construction*

Patricia Niswanger  
*CCVI Board of Directors*

Rudy Niswanger  
*CCVI Board of Directors*

Brenda Sanders  
*Civic Volunteer*

Stu Stram  
*The National Golf Club of  
Kansas City  
CCVI Board of Directors*

Bob Taylor  
*Executive AirShare*

Carmen Thum  
*President, CCVI Board of  
Directors*

Joe Ungashick  
*Shick Tube-Veyor Corp.*

Ryan Van Winkle  
*Ferrelgas*

Mark Warrington  
*Assurant*

Kylie Wood  
*Stryker*

### STEERING COMMITTEE

Nicola Heskett, *Chair*

Ward Cook

Lenette Crawford

Michele Crumbaugh

Len Dawson, Jr.

Tracy Erwin

Lynda Garney

Alice Greenwood

Katie Laurent Hall

Pilar Lang

Tina Montgomery

Maggie Moore

Debbie Niemann

Patricia Niswanger

Rudy Niswanger

Chris Paone

Jim Radovich

Sue Sabaugh

Dana Stram

Megan Thum

Mayie Vilkins

Eric Willey

### SUPPORT STAFF

Mary Lynne Dolebo  
*CCVI Executive Director*

Susan Belger Angulo  
*CCVI Director of Development*

Eileen Weir  
*CCVI Chiefs Charity Game  
Coordinator*

*"I don't like to lose, and that isn't so much because it is just a football game, but because defeat means the failure to reach your objective."*

—Knut Rockne



CCVI preschool students Caleb, Tyler and Jozlyine with CCVI preschool teachers Alex Ritter and Kitty Greeley.



## JOIN OUR TEAM OF WINNERS!

To sign up, please contact Eileen Weir at  
(816) 536-7638 or e-mail her at [eweir@sbcglobal.net](mailto:eweir@sbcglobal.net).

## THE OBJECTIVE

As the recipient of the 2009 Chiefs Charity Game, CCVI raised \$465,000 for the infant program allowing a greater number of newborn babies to be evaluated and treated. These blind and visually impaired infants receive services through in-home visits with our professional, trained vision specialists and therapists.

As the need for services increases, so does our challenge to finance the programs necessary to encourage the development of visually impaired infants and toddlers.

**OUR NET GOAL IS \$500,000**

for the immediate needs of the Infant Program and to fund our endowment so that the needs of blind babies will be secured for the future.

## THE PROGRAM

As the Chiefs Charity Game recipient we work hand in hand with the Kansas City Chiefs to secure special access and benefits to enhance our sponsorship packages. To encourage our fundraising efforts the Chiefs organization makes significant resources available to us so we can provide our sponsors with opportunities that are not available to any other charity or fundraising campaign in the Kansas City area.

The Chiefs organization supports the Chiefs Charity Game by allowing us to:

- Purchase ticket packages for the inaugural game at the new Arrowhead Stadium which we provide to CCVI partners and donors
- Solicit Arrowhead Stadium suite holders to donate the use of their suite to our sponsors
- Solicit vendors for in-kind donations
- Invite a limited number of guests to the Founder's Suite to view the game from the Hunt family's private suite
- Engage our children in the game day activities by participating in the KC Wolf Skit, National Anthem and Coin Toss
- Recognize sponsors in "Snap," the official game day magazine of the Kansas City Chiefs
- Produce a video about CCVI to be shown during the pre-game activities on ArrowVision, Arrowhead Stadium's state-of-the-art video system
- Host a VIP Tailgate party for our sponsors
- Invite top sponsors to travel with the team to a 2010 Chiefs road game

CCVI is proud to receive the unique designation as the Chiefs Charity Game recipient and welcomes the opportunities and challenges it presents. In order to reach our goal of \$500,000 our Hall of Fame and Steering Committees are responsible for soliciting sponsorships and in-kind donations from businesses and individuals in the Kansas City community and execute a comprehensive marketing plan to increase awareness of and support for our specialized services.

## SPONSORSHIP LEVELS & BENEFITS

### HALL OF FAME UNDERWRITER - \$100,000

- Logo recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com), recognition in game-day publication and Chiefs Charity Game video
- 100 game tickets and VIP Tailgate Party tickets
- 6 tickets to the Founders Suite
- 12 Corporate Suite tickets
- 2 pre-game field passes
- 1 representative for the halftime check presentation
- 2 tickets to the 2011 Super Bowl in Dallas, Texas, including transportation and hotel accommodations
- 4 guests on the Chiefs Charter to a 2010 Chiefs road game, including game tickets and hotel accommodations
- 6 guests for an Exclusive Behind-the-Scenes Tour of the new Arrowhead Stadium
- Tickets to the Chiefs "Inside the Draft" event
- Tickets to the Chiefs Draft Day Party
- Opportunity for campers to participate in the Chiefs Kids Camp
- VIP access at Chiefs Training Camp
- Tickets to the Chiefs Red Friday event

### MVP UNDERWRITER - \$50,000

- Logo recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com), recognition in game-day publication and Chiefs Charity Game video
- 80 game tickets and VIP Tailgate Party tickets
- 4 tickets to the Founders Suite
- 12 Corporate Suite tickets
- 2 pre-game field passes
- 1 representative for the halftime check presentation
- 4 guests for an Exclusive Behind-the-Scenes Tour of the new Arrowhead Stadium
- Tickets to the Chiefs "Inside the Draft" event
- Tickets to the Chiefs Draft Day Party
- Opportunity for campers to participate in the Chiefs Kids Camp
- VIP access at Chiefs Training Camp
- Tickets to the Chiefs Red Friday event

### ALL-PRO UNDERWRITER - \$25,000

- Logo recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com), recognition in game-day publication and Chiefs Charity Game video
- 70 game tickets and VIP Tailgate Party tickets
- 4 tickets to the Founders Suite
- 10 Corporate Suite tickets
- 1 representative for the halftime check presentation
- 4 guests for an Exclusive Behind-the-Scenes Tour of the new Arrowhead Stadium
- Tickets to the Chiefs "Inside the Draft" event
- Tickets to the Chiefs Draft Day Party
- Opportunity for campers to participate in the Chiefs Kids Camp
- VIP access at Chiefs Training Camp
- Tickets to the Chiefs Red Friday event

continued...

## SPONSORSHIP LEVELS & BENEFITS *continued...*

### VETERAN UNDERWRITER - \$10,000

- Logo recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com), recognition in game-day publication and Chiefs Charity Game video
- 40 game tickets and VIP Tailgate Party tickets
- 8 Corporate Suite tickets
- 2 guests for an Exclusive Behind-the-Scenes Tour of the new Arrowhead Stadium
- Tickets to the Chiefs "Inside the Draft" event
- Tickets to the Chiefs Draft Day Party
- Opportunity for campers to participate in the Chiefs Kids Camp
- VIP access at Chiefs Training Camp
- Tickets to the Chiefs Red Friday event

### ALL-AMERICAN SPONSOR - \$5,000

- Name recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com), in game-day publication and Chiefs Charity Game video
- 30 game tickets and VIP Tailgate Party tickets
- 4 Corporate Suite tickets
- VIP access at Chiefs Training Camp

### TEAM CAPTAIN SPONSOR - \$3,000

- Name recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com), in game-day publication and Chiefs Charity Game video
- 20 game tickets and VIP Tailgate Party tickets
- 4 Corporate Box tickets

### SCHOLARSHIP SPONSOR - \$1,500

- Name recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com), in game-day publication and Chiefs Charity Game video
- 10 game tickets and VIP Tailgate Party tickets

### WALK-ON SPONSOR - \$500

- Name recognition on [www.chiefscharitygame.com](http://www.chiefscharitygame.com) and in game-day publication
- 4 game tickets and VIP Tailgate Party tickets

*\* Because of the exclusive nature and restricted access of many of our sponsorship benefits, attendance limitations apply. To insure you will receive the full benefit of your sponsorship please return your completed commitment form (see inside back cover) prior to May 1, 2010.*

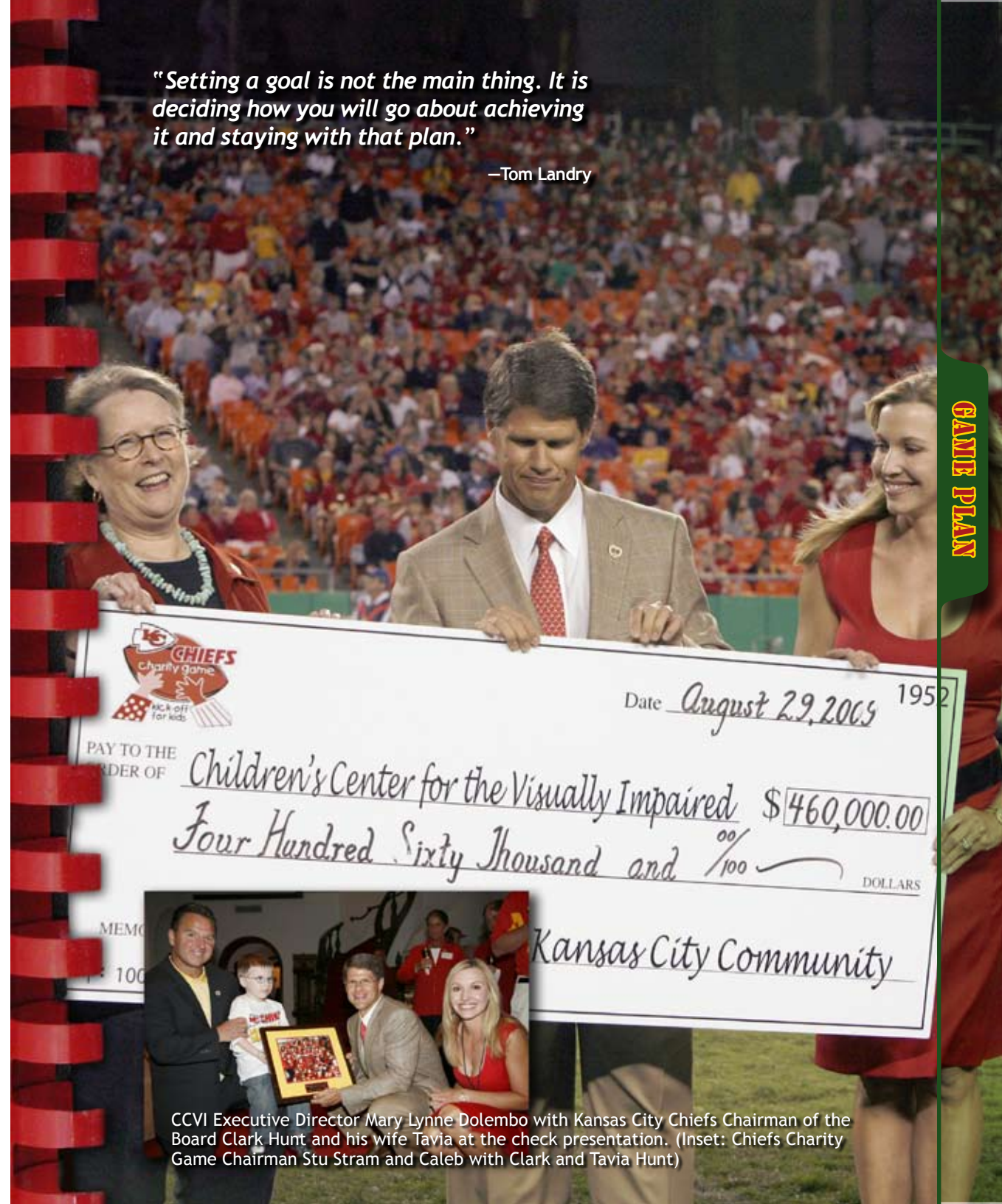


### JOIN OUR TEAM OF WINNERS!

To sign up, please contact Eileen Weir at (816) 536-7638 or e-mail her at [eweir@sbcglobal.net](mailto:eweir@sbcglobal.net).

*"Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan."*

—Tom Landry



CCVI Executive Director Mary Lynne Dolemba with Kansas City Chiefs Chairman of the Board Clark Hunt and his wife Tavia at the check presentation. (Inset: Chiefs Charity Game Chairman Stu Stram and Caleb with Clark and Tavia Hunt)

**T**he Chiefs Charity Game Steering Committee has developed one-of-a-kind benefits for our generous corporate and individual supporters. These benefits include:

### **TRIP TO SUPER BOWL XLV**

DALLAS, TEXAS  
FEBRUARY 6, 2011

Be a part of football's biggest game and experience the unbelievable atmosphere of Cowboys Stadium. Hall-of-Fame underwriters receive 2 tickets to the game, air fare and hotel accommodations.

### **CHIEFS ROAD GAME TRIP**

FALL 2010

Experience this once-in-a-lifetime opportunity to travel with the team to a 2010 road game. Four people will have the chance to travel on the Chiefs charter, stay at the team hotel and attend the game. Game will be chosen by the Chiefs based on availability.

### **BEHIND-THE-SCENES TOUR OF THE NEW ARROWHEAD STADIUM**

AUGUST 2010

Be among the first to see the completed Arrowhead Stadium renovation with this exclusive private tour with Chiefs personnel, two former Chiefs players, general contractors and representatives from Turner Construction. Tour may include the Chiefs Hall of Honor, suites, locker rooms, press box and much more.

### **CHIEFS DRAFT DAY PARTY**

APRIL 2010

Witness history in the making as the Chiefs make their 2010 draft selections. Enjoy the annual selection meeting from the comfort of the Chiefs Practice Facility at the annual Draft Day Party.

### **INSIDE THE DRAFT**

APRIL 2010

Inside information and a review of the Chiefs 2010 draft picks by the team's General Manager, Scott Pioli, will be the highlight of this late afternoon event at the Chiefs Practice Facility.

### **CHIEFS KIDS CAMP**

JUNE 2010

Boys and girls age 5-12 will take part in the Chiefs Kids Camp which emphasizes physical fitness, fun, teamwork and character building. The one-day, four-hour camp includes a welcome from a Chiefs VIP and an introduction to football. Special appearances will be made by KC Wolf and the Chiefs Cheerleaders.

### **CHIEFS TRAINING CAMP**

JULY - AUGUST 2010

Be among the first to see the 2010 Chiefs team in the making. You will receive the VIP treatment as you observe the team activities in St. Joseph, Missouri.

### **VIP TAILGATE PARTY**

AUGUST 2010

This exclusive Tailgate Party for Chiefs Charity Game sponsors will feature free food and beverages, entertainment and appearances by special guests.

### **RED FRIDAY PARTY**

SEPTEMBER 2010

Join Chiefs VIPs for a special Red Friday reception and kick off to the 2010 season at Kansas City's greatest pep rally.



*"To succeed, you need to find something to hold on to, something to motivate you, something to inspire you."*

—Tony Dorsett

CCVI Family Team, Team Mason, crosses the finish line at the 2009 Trolley Run.

**L**oving parents want what is best for their children – to see them experience the best life has to offer, to develop friendships and to obtain a good education and the skills necessary to live happy, positive lives and to realize their greatest potential.

For all parents, these are high goals to attain. For parents of children with visual impairments and other disabilities, the goals are more difficult to reach. Parents of a child with one or more disabilities are not sure exactly what to expect.

But they know that the foundation for their child’s future must begin early and it must be maintained with vigilance and a level of excellence that can only be described as a passion...a mission to exceed expectations. That is where CCVI comes in.

The Chiefs Charity Game committee, along with the staff, board and volunteers of CCVI, thank the children and families for the example of courage, hope and perseverance they show us every day of their lives.

It is these children, and the thousands of others who have passed through our doors, who continue to motivate and inspire us.

Chloe (pictured right) graduated from CCVI in 2008 and transitioned into the public school system.



“Time and time again people told us what Katie would not do,” her mom Valerie said. “CCVI is showing us all she can do – and it’s a life of limitless possibilities.”

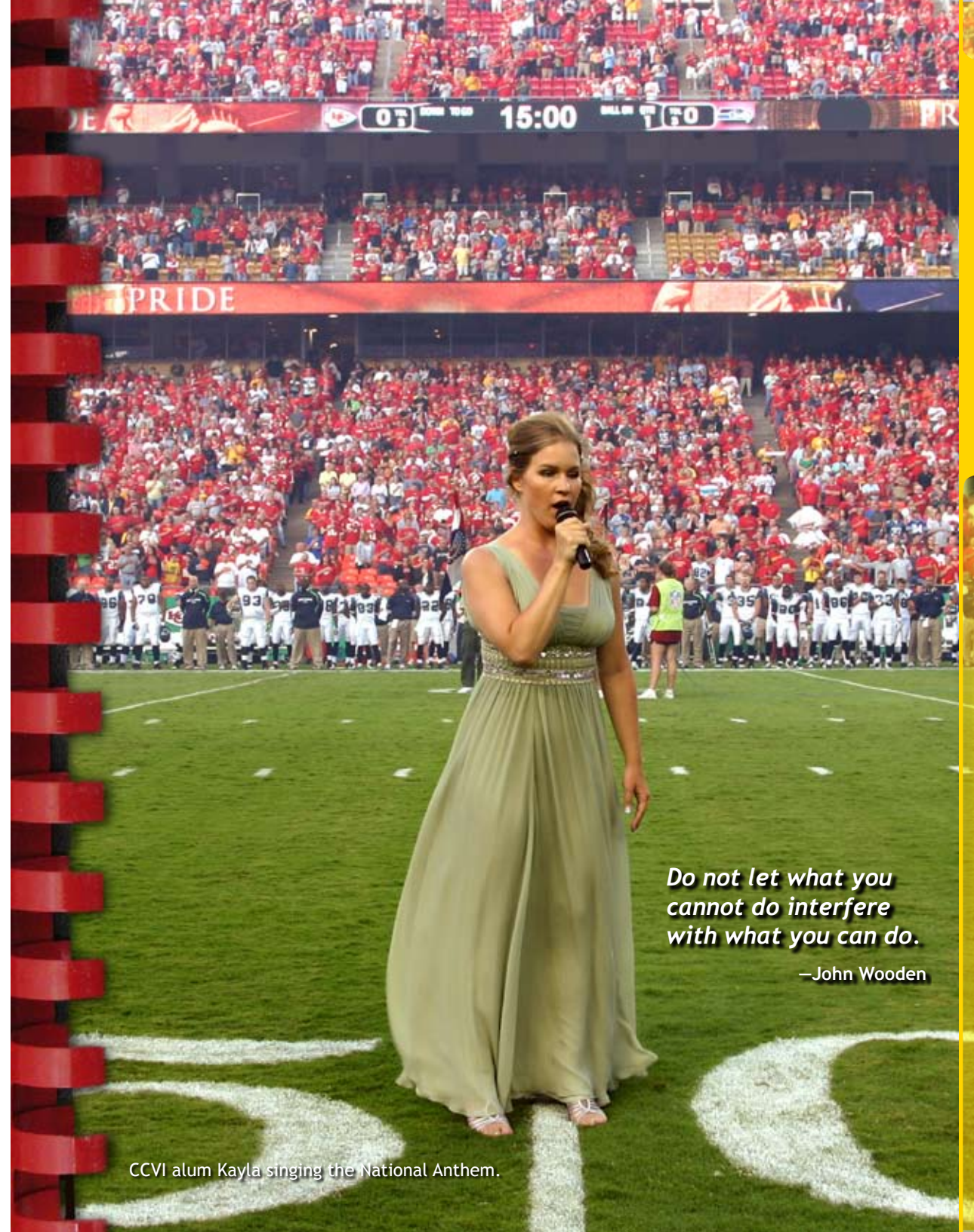
Katie (pictured right) came into the world weighing 1 pound and 8 ounces. She was 10 months old when the CCVI Infant Team began working with her. She now attends Preschool four days a week.



Volunteers are an important part of the CCVI team. Volunteer jobs include assisting in the classrooms (pictured above), helping with special events, like the Chiefs Charity Game, and serving on the CCVI Speakers’ Bureau.



CCVI offers specialized services include braille instruction, assistive technology, low vision training and occupational therapy.



*Do not let what you cannot do interfere with what you can do.*

—John Wooden

CCVI alum Kayla singing the National Anthem.



For additional information about the Chiefs Charity Game please visit [www.chiefscharitygame.com](http://www.chiefscharitygame.com) or contact:

Eileen Weir  
Chiefs Charity Game Coordinator  
(816) 536-7638  
eweir@sbcglobal.net

Please return the sponsorship commitment form to CCVI prior to May 1 to receive full sponsorship benefits.



3101 Main Street  
Kansas City, MO 64111

For additional information about CCVI please visit [www.ccvi.org](http://www.ccvi.org) or contact:

Susan Belger Angulo  
CCVI Director of Development  
816-841-CCVI (2284)  
sbelger@ccvi.org

Donations to the CCVI Infant Program through the Chiefs Charity Game may qualify for Missouri Neighborhood Assistance Program Tax Credits.



## 2010 CHIEFS CHARITY GAME

BENEFITING THE CHILDREN'S CENTER FOR THE VISUALLY IMPAIRED

### Sponsorship Commitment Form:

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Business Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Name as you would like to be listed \_\_\_\_\_

### Level of Sponsorship:

- HALL OF FAME - \$100,000
- MVP UNDERWRITER - \$50,000
- ALL-PRO UNDERWRITER - \$25,000
- VETERAN UNDERWRITER - \$10,000
- ALL-AMERICAN SPONSOR - \$5,000
- TEAM CAPTAIN SPONSOR - \$3,000
- SCHOLARSHIP SPONSOR - \$1,500
- WALK-ON SPONSOR - \$500

### Payment Information:

Enclosed is my check to CCVI for \$ \_\_\_\_\_

Please bill:  AX  MC  VISA Exp. date \_\_\_\_\_ 3-Digit V-Code \_\_\_\_\_

Name on card \_\_\_\_\_

Card number \_\_\_\_\_

Signature \_\_\_\_\_

Please return this form to CCVI, 3101 Main Street, Kansas City, MO 64111, or fax to 816-753-7836, or e-mail Susan Belger Angulo at [sbelger@ccvi.org](mailto:sbelger@ccvi.org), prior to May 1 to receive full sponsorship benefits.

*We are called to open the world to children and families. Without our help they would find it difficult to cope. We are a life line between despair and exceeding expectations.*

—Children's Center for the Visually Impaired

## 2010 CHIEFS CHARITY GAME



BENEFITING THE CHILDREN'S CENTER FOR THE VISUALLY IMPAIRED