



**CONNECT & COLLABORATE**  
VOICE OF THE COLORADO BUSINESS ROUNDTABLE

## BE A RADIO SHOW HOST

You're invited to share your ideas and expand your network by hosting a radio show broadcast throughout the Denver area. You have the opportunity to promote your business, your partners and the organizations you care about. Use the power of your radio hosting sponsorship to reach a broader network and increase credibility to your organization.

The Connect & Collaborate staff has extensive knowledge and experience in radio broadcasting and media to enhance your message. We provide the format and the moderator to guide you through the nuances of on-air conversation. Work with our producers to coordinate guests and plan your monthly, one-hour show.

As one of the first to claim a position on KDMT 1690, Denver's Money Talk radio station, Connect & Collaborate speaks to business leaders, helping them identify and make real change: for themselves, their state and the region for generations to come.



# SPONSORSHIP BENEFITS

- Regularly scheduled monthly broadcasting
- Prime slot: 4:00-5:00 PM drive time
- On-demand podcast via interactive mobile app
- Sponsor Host selection of guests
- Promotion on COBRT & Salem social media channels
- On-air advertising for your monthly show
- On-air advertising for sponsor organization
- Promotion in COBRT newsletter and on website
- Discount on ICOSA Media services such as videography and event coverage
- Feature in promotional video
- Professional media training
- Sponsor Host launch party



## ABOUT THE SHOW

**Tap into the network effect created by the Colorado Business Roundtable and amplified by our radio show, Connect & Collaborate, the Voice of the Colorado Business Roundtable. We create value for Denver's business community by providing a daily source of business information and inspiration.**

Our Sponsor Host network will consist of twenty show sponsors who are recognized leaders, heads of great groups or possess a unique business perspective.

As a radio show Sponsor Host, you will serve as a representative for one of the twenty industries identified by COBRT as critical to the Colorado economy. As such, you have a distinct opportunity to act as a monthly host to promote yourself or your organization and your guests. Sponsors will also be able to take advantage of COBRT's network of networks.

Each show will have a specific focus developed with you as our Sponsor Host while touching on key strategies, best practices and topics:

- Discuss business, financial and political news
- Offer commentary, field-interviews or soundbites from local, regional and national events
- Moderate in-depth interviews with experts involved in current events, legislation, business trends, etc.
- Interview key leaders
- Present innovation case studies

# YOUR INVESTMENT

Invest \$750 per show with a one-year commitment. Coordinate with our on-air producers in advance of your monthly show time slot. Together, you'll identify topics for discussion and potential guests. Provide at least three subject matter points or questions for discussion.

We will provide media training with professionals to teach you how to eloquently navigate commercial breaks, transition to new topics, and even how to graciously interrupt a guest to further the conversation.

Plan for the radio show as a priority in your busy calendar. Our goal is to support brave leaders and great groups by tackling significant issues, combining action and, together, making a sustained difference.

## COBRT

Colorado Business Roundtable (COBRT) is a prominent advocate for proactive, positive legislation that strengthens the economy and allows businesses to grow and thrive in Colorado and the region. With a 50/50 mix of efforts toward public policy and business practices, we use Media Technology Marketing (MTM) and big data for maximum resources and connections.

Through strategic alliances with industry leaders, chambers of commerce, educational institutions and governmental bodies, our goal is to improve the business environment, increase effectiveness, and expand the networks of our partners.

COBRT has extensive reach in the local Denver, state-wide, regional and national communities. Our focus on developing and sustaining long-term relationships gives us incredible connections to leaders in business, government, education and non-profit organizations.





# PERSONALITIES

## **Gayle Dendinger, Founder**

Gayle Dendinger is the Founder and Chief Executive Officer of CAP Logistics, and he has started a number of other companies related to the expedited freight services industry. In business for more than 30 years, Gayle recognized the need for a venue for Colorado leaders to better work with each other, which led to his founding the Colorado Business Roundtable in conjunction with the twenty-three state roundtables and the Business Roundtable in Washington.

A great believer in the power of collaboration, Gayle has established ICOSA Media, a media services company including publishing, video production and a radio program. Now, expanding that radio program to a daily show on 1690 AM KDMT, he hopes to provide an even broader platform for inspiring business leaders.



Gayle was recognized with the 2011 Brian Vogt Community Leader of the Year Award from the South Metro Denver Chamber of Commerce. CAP Logistics received the 2008 Denver Metro Chamber Small Business of the Year award, the Governor's Export Award in 2008, and the U.S. Foreign Commercial Service Corporate Stewardship Recognition in 2007. In 2005, it earned the U.S. Department of Commerce Export Achievement Certificate and the Colorado Ethics in Business Award.



## **Jeff Wasden, President**

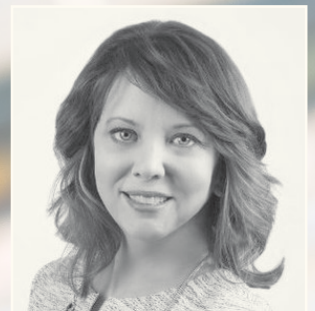
Jeff is the president of the COBRT, where he dedicates his time to meeting with business leaders and legislators all around Denver, the state of Colorado and across the country. His efforts help ensure that government and business are working together to build a great working environment and better Colorado economy.

Jeff has always had a heart for policy and business, serving on the Board of Directors and as Board President for Highlands Ranch Community Association for 10 years. He helped create the Highlands Ranch Chamber of Commerce and has served on the Board for the Lone Tree and Castle Pines Chambers. He currently chairs the Business Leaders for Responsible Government group and the Legislative Action Committee for the South Metro Denver Chamber, and he is

the chamber's Vice Chair for Public Policy. He is very active in his community as well as on the political front. He spent 15 years in education before becoming a small business owner himself. Together with his wife and sister-in-law, he is owner of PROformance Apparel in Littleton, Colorado.

## **Tammy Schmidt, Producer**

Tammy Schmidt has had a full career in broadcasting; fulfilling her goal of working in every media position there is from newscast producer to editor, photographer, reporter and anchor as well as segment producer and writer. She's worked in every scenario from college radio to small market TV news to programs for HGTV and Food Network. Now, with the Colorado Business Roundtable, she focuses her talents on producing and hosting the Connect & Collaborate radio show with a variety of contributing hosts who encourage fellow business owners to make a difference in business and community.



## **Mark Crowley**

Retired from a successful career in law enforcement, Mark continues to impact the business community as a broadcaster. He is known as Chief Encouragement Officer and now leads Salem Communications as Director of New Media Business Development.



Colorado Business Roundtable  
4100 Jackson Street  
Denver, CO 80216  
303-394-6097  
contact@cobrt.com  
www.cobrt.com