

22ND ANNUAL CAPITAL REGION CARES

SPECIAL EDITION

For 21 years, Comstock's has shown its support for hundreds of local nonprofit organizations through *Capital Region Cares*, our annual publication that provides insight into the dedicated work carried out by charities and philanthropists across much of Northern California.

Through the feature stories and resources provided in this guide, you can discover the role philanthropy plays in transforming the business landscape and quality of life in our communities.

In past years, nearly 400 nonprofits, with the support of more than 300 local business sponsors, have benefitted from the awareness and community support generated by *Cap Cares*.

In addition to being published in a monthly edition of Comstock's (beginning in December's issue), profiles also appear in the annual Capital Region Cares publication which comes out in September. Capital Region Cares 2016 will be distributed at more than 65 nonprofit, business and community events throughout the year. It is also mailed to a targeted audience of individuals who can make the biggest impact on the success of our nonprofit community through direct giving, volunteer and board service, and rallying others in their circle of influence (such as their employees) to get engaged as well. Your participation benefits not only your favorite nonprofit but helps activate more community support for all nonprofits.

Platinum package

- A 2-page spread. This can be a 2-page profile for the nonprofit or a 1-page profile for the nonprofit and 1-page display ad for the sponsor
- Sponsor logo on the reprint cover
- 500 reprints of the nonprofit profile
- Half-page, 4-color ad for the nonprofit in one additional issue of *Comstock's* during 2017
- **\$9,995**

Gold package

- A two-page spread. This can be a two-page profile for the nonprofit or a one-page profile for the nonprofit and a one-page display ad for the sponsor
- 500 reprints of the nonprofit profile
- 1/3-page, four-color ad for the nonprofit in one additional issue of *Comstock's* during 2017
- **\$8,650**

Silver package

- One full-page, four-color profile of a nonprofit organization
- 500 reprints of the nonprofit profile
- 1/4-page, four-color ad for the nonprofit in one additional issue of *Comstock's* during 2017
- **\$5,450**

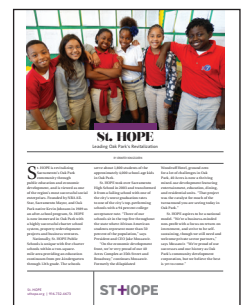


Cover of 2016 Capital Region Cares publication

Two-page spread



Full page



Sample profiles from our 21st annual Capital Region Cares 2016

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SPECIAL FEATURES INCLUDE:

Over the years, the editorial offerings included in the annual *Capital Region Cares* supplement have continued to grow in quantity and depth. In addition to timely and insightful features presented in *Comstock's*, several new articles and resources are presented in the supplement.

Produced as a year-long resource and inspirational guide, the editorial package includes: extensive regional nonprofit listings divided into five different categories (Creatures & the Environment, Jobs & Education, Strengthening Families, Health & Basic Needs and, Arts & Culture); information and strategies for philanthropists; management tactics and lessons for nonprofit leaders; and first-person accounts of the impacts these charitable organizations have on the lives of our neighbors.

In addition, a chapter on Foundations and Grant-Givers provides opportunities for nonprofits to seek funding from perhaps new sources.

Capital Region Cares is a great resource tool for the community at large, for philanthropists and for nonprofits alike.

Success stories



Nonprofit listings



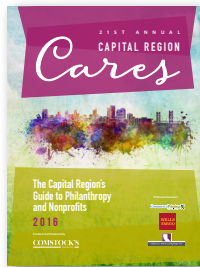
RSVP



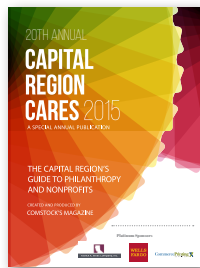
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10,000 REASONS

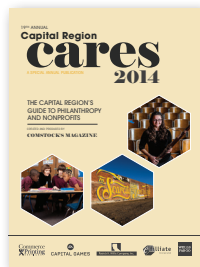
your nonprofit should be in Capital Region Cares this year.



2016



2015



2014

For the 22nd consecutive year, Comstock's is again embarking upon the creation of our annual salute to area nonprofits and charitable organizations. We call it Capital Region Cares, and again this year segments of it will appear in consecutive issues of Comstock's, from December 2016 through August 2017. Three years ago, we added a new bonus — one that gives you 10,000 more reasons to participate.

After all parts of the series are published in Comstock's we'll combine them to produce our annual Capital Region Cares 2017 publication. This publishing will coincide with an event honoring the featured nonprofit agencies and their profile sponsors.

And what's the 10,000 you ask? For the fourth year in a row, we are planning to have a special drawing, and the winner will be the happy recipient of a check from Comstock's for \$10,000. KidsFirst was the recipient in 2014, Future Foundation in 2015, and 2016's winner will be announced soon.

For more information, contact Winnie Comstock-Carlson at 916.364.1000 x 101 or winnie@comstocksbusiness.com.

Winnie Comstock-Carlson
Publisher