



U.S. DEPARTMENT OF COMMERCE  
U.S. Census Bureau  
6950 W. Jefferson Avenue, Suite 250  
Denver, CO 80235

Dear 2010 Census Partner:

Thank you for your commitment to a successful and accurate count for the 2010 Census. The activities you have performed thus far in support of the 2010 Census have been a tremendous asset in achieving our mission to count everyone, count them once, and in the right place. As we draw closer to Census Day April 1, 2010, we encourage all of our partners to increase their outreach efforts.

To that end, Congress has allotted funds in support of census outreach and promotion efforts with 2010 Census partners. This program is called the Partner Support Program. The 2009 Partnership Support Program funds will be used to help support efforts to promote awareness of the upcoming census in your local jurisdictions. Funds are provided to help outreach activities that are part of an existing, productive partnership. They are not intended as an incentive or enticement to recruit potential or inactive partners. This is not a grant program. No funds are ever disbursed to partners. The objective of this program is to support outreach initiatives, which have already been planned by existing 2010 Census partners.

We encourage you to seek support for your 2010 Census promotional program(s) by completing and returning by email or fax the enclosed Partner Support Program request form.

The final deadline to submit requests for FY2009 is August 15<sup>th</sup>, 2009. The final deadline to submit requests for FY2010 is December 1<sup>st</sup>, 2009. Attached is the request form. Requests may not exceed \$2,999.00 (inclusive of all additional cost such as set up charges, shipping & handling charges). The PSP request amounts may be less as funds are contingent upon the number of requests received in the region and the relative impact of the promotional effort proposed. These funds cannot be used to: make direct payment to partners, purchasing advertising, purchase goods or services with a useful life beyond the 2010 Census time span, or pay for items with a commercial organization's name on it.

When you submit your request, you must include the price quote from the vendor(s) you intend to use. We encourage the use of local vendors. Vendors should be able to accept credit card approval for payment.

Questions regarding these guidelines can be directed to the Partnership Specialist in your area or to Pamela Lucero, Partnership Coordinator in the Denver Regional Census Center. Our office number is 720-475-3670.

Thank you for your prompt response to this "2009 Partnership Support Program" opportunity. We greatly appreciate your many local efforts in support of a successful 2010 Census in your area.

Sincerely,

A handwritten signature in blue ink that reads "Cathy L. Illian".

Cathy L. Illian  
Regional Director

Attachment: Denver PSP Request Form.doc

United States  
**Census**  
**2010**