



— STORYBOOK FARM —
KENTUCKY DERBY DAY

15th Annual | May 6, 2023

**THE LARGEST KENTUCKY
DERBY PARTY IN ALABAMA!**

ALL PROCEEDS BENEFIT STORYBOOK FARM:
RECLAIMING CHILDHOOD FOR CHILDREN IMPACTED BY ADVERSITY

IT'S DERBY TIME!



You're invited to an extraordinary party – it's a horse race with eye-catching fashion, a touch of glamour, and a **WHOLE LOT OF PURPOSE**.

Join me on Saturday, May 6th for Storybook Farm's 15th annual Kentucky Derby Day and help restore fun and happiness to thousands of children.

PARTY WITH A PURPOSE

For 21 years, Storybook Farm's high impact, innovative, and evidence-based programs have strengthened and encouraged children living through hardships, trauma, and tragedy. The money raised at Derby Day helps provide these programs at **NO COST** to more than 3,000 children we'll serve in 2023.

As a Derby Day sponsor, your support gives kids who feel vulnerable, alone, and sad the freedom to be kids again. It will also help children reclaim the wonder and joys of childhood through learning and relationships with animals and nature. Can you think of a more impactful gift?

FROM BOTTOMLESS MINT JULEPS TO SPECTACULAR HATS

Invite your friends! Don't miss any of the Derby worthy fun . . . live coverage from Churchill Downs, small plate delicacies from area restaurants, specialty Derby cocktails (yum!), live and silent auctions, live entertainment, after-party fun, and more!

IT'S DERBY TRADITION TO BE IN MINT CONDITION

Ladies, grab your hats! Gentlemen, don your most dapper Derby outfit! On May 6th you'll have the best seat for the fastest two minutes in sports—and you'll be making an impact that lasts a lifetime.

See you at the starting gate!

Dena H. Little
Founder and Executive Director

P.S. 3,000 children thank you for restoring the fun and wonder of their childhoods!

YOUR DERBY DOLLARS AT WORK

Your Derby sponsorship dollars provide children with experiences that promote self-esteem and self-confidence, turning a debilitating chapter in their lives into occasions to thrive and have fun—not just survive. And because of you, every child gets to experience the power of the human-animal bond at no cost to their families.

- 1 in 7** children will lose a parent before the age of 18
- 32%** of children are diagnosed with an anxiety disorder
- 70%** of children say their ability to cope with challenges is very low

100% of families do not pay a cent to participate in Storybook Farm's programming





EVENT SPONSORSHIPS

AT A GLANCE

PRESENTING | 1 AVAILABLE | \$24,000

TRIPLE CROWN | 1 AVAILABLE | \$18,000

SECRETARIAT | 3 AVAILABLE | \$12,000

LEAD PONY | 4 AVAILABLE | \$9,000

TWIN SPIRES | 5 AVAILABLE | \$6,000

THOROUGHBRED | \$3,000

PAVILION | 1 AVAILABLE | \$7,000

MARQUEE ARENA | 1 AVAILABLE | \$7,000

SECRET GARDEN | 1 AVAILABLE | \$2,500

SMOOCH A POOCH | 1 AVAILABLE | \$2,500

CORDUROY'S CROQUET | 1 AVAILABLE | \$2,500

MR. SMEE'S HORSESHOE TOSS | 1 AVAILABLE | \$2,500

SWEET TREATS | 1 AVAILABLE | \$3,000

SECURE YOUR SPONSORSHIP

Contact Caitlin FitzSimons at:
caitlin@hopeonhorseback.org or (318) 381-7277

2023 KENTUCKY DERBY DAY SPONSORSHIP OPPORTUNITIES

All Sponsorships are Tax-Deductible



PRESENTING | 1 AVAILABLE | \$24,000

- Access to VIP Lounge and Balcony for 40 guests (4 tables), includes Preferred Parking
- Exclusive recognition as the Presenting Sponsor with logo prominently featured on invitations (print and email), day-of marketing materials, event signage, and step-and-repeat
- Access for all guests to VIP Reception, including meet & greet with Storybook kids and families, professional photo opportunities with our horses, and exclusive food and beverage
- Exclusive naming of the Winner's Circle Photo Op and VIP Event Space
- Full-page ad in Derby Day Event Guide
- Dedicated social media content
- Logo featured on WLTZ (Columbus, GA NBC affiliate) advertising spots
- Special onstage recognition during event
- 40 commemorative Derby Day gifts

PROVIDES 24 CHILDREN with one year of life-changing animal and nature experiences.

TRIPLE CROWN | 1 AVAILABLE | \$18,000

- Access to VIP Lounge and Balcony for 30 guests (3 tables), includes Preferred Parking
- Exclusive recognition as the Triple Crown Sponsor with logo featured on day-of marketing materials, event signage, and step-and-repeat
- Access for all guests to VIP Reception, including meet & greet with Storybook kids and families, professional Winner's Circle photo opportunities with our horses, and exclusive food and beverage
- Exclusive Naming of The Paddle Raise!
- Full-page ad in Derby Day Event Guide
- Dedicated social media content
- Featured on WLTZ (Columbus, GA NBC affiliate) advertising spots
- Special onstage recognition during event
- 30 Commemorative Derby Day gifts

PROVIDES 18 CHILDREN

with one year of life-changing animal and nature experiences.

SECRETARIAT | 3 AVAILABLE | \$12,000

- Access to VIP Lounge and Balcony for 20 guests (2 tables), includes Preferred Parking
- Recognition as a Secretariat Sponsor with logo featured on day-of marketing materials, event signage, and step-and-repeat
- Dedicated sponsorship of one of the following event traditions: Chefs Down the Homestretch, Photo Finish After Party, Silent Auction
- Full-page ad in Derby Day Event Guide
- Dedicated social media content
- Special onstage recognition during event
- 20 Commemorative Derby Day gifts

PROVIDES 12 CHILDREN

with one year of life-changing animal and nature experiences.



LEAD PONY | 4 AVAILABLE | \$9,000

- Access to VIP Lounge and Balcony for 20 guests (2 tables)
- Recognition as a Lead Pony Sponsor with logo featured on day-of marketing materials, event signage, and step-and-repeat

- Full-page ad in Derby Day Event Guide
- Dedicated social media content
- Special onstage recognition during event
- 20 Commemorative Derby Day gifts

PROVIDES 9 CHILDREN

with one year of life-changing animal and nature experiences.

TWIN SPIRES | 5 AVAILABLE | \$6,000

- Access to VIP Lounge and Balcony for 10 guests (1 table)
- Recognition as a Twin Spires Sponsor with logo featured on event signage

- Half-page ad in Derby Day Event Guide
- Shared social media recognition
- 10 Commemorative Derby Day gifts

PROVIDES 6 CHILDREN

with one year of life-changing animal and nature experiences.

THOROUGHbred | \$3,000

- 10 guests (1 table)
- Recognition as a Thoroughbred Sponsor with logo featured on event signage

- Quarter-page ad in Derby Day Event Guide
- Shared social media recognition

PROVIDES 3 CHILDREN

with one year of life-changing animal and nature experiences.



EXCLUSIVE SPONSORSHIPS

PAVILION | 1 AVAILABLE | \$7,000



- Access to VIP Lounge and Balcony for 20 guests (2 tables)
- Recognition as the Pavilion Sponsor with logo featured on dedicated Pavilion sign
- Company featured in day-of marketing materials and event signage
- Full-page ad in Derby Day Event Guide
- Dedicated social media content
- 20 Commemorative Derby Day gifts

FUNDS

imaginative and hands-on educational adventures in the Prancing Pony Pavilion.

MARQUEE ARENA | 1 AVAILABLE | \$7,000



- Access to VIP Lounge and Balcony for 20 guests (2 tables)
- Recognition as the Marquee Arena Sponsor with logo featured on dedicated sign
- Company featured in day-of marketing materials and event signage
- Full-page ad in Derby Day Event Guide
- Dedicated social media content
- 20 Commemorative Derby Day gifts

FUNDS

confidence building relationships on horseback in Paddington Station Arena.

EXCLUSIVE SPONSORSHIPS

SECRET GARDEN | 1 AVAILABLE | \$2,500



- Six (6) tickets seated together
- Special recognition as the Secret Garden Sponsor with logo featured on a dedicated sign
- Premier on-site visibility
- Quarter-page ad in Derby Day Event Guide
- Shared recognition on social media

FUNDS

science and discovery projects in our interactive playground.

SOLD!

SMOOCH A POOCH | 1 AVAILABLE | \$2,500



- Six (6) tickets seated together
- Special recognition as the Smooch a Pooch Sponsor with logo featured on a dedicated sign
- Premier on-site visibility
- Quarter-page ad in Derby Day Event Guide
- Shared recognition on social media

FUNDS

agility and teamwork activities with our canines in the Fox and the Hound Playground.

EXCLUSIVE SPONSORSHIPS

CORDUROY'S CROQUET | 1 AVAILABLE | \$2,500



- Six (6) tickets seated together
- Special recognition as the Corduroy's Croquet Sponsor with logo featured on a dedicated sign
- Premier on-site visibility
- Quarter-page ad in Derby Day Event Guide
- Shared recognition on social media

FUNDS

an all-access field trip experience for 30 students.

MR. SMEE'S HORSESHOE TOSS | 1 AVAILABLE | \$2,500



- Six (6) tickets seated together
- Special recognition as the Corduroy's Croquet Sponsor with logo featured on a dedicated sign
- Premier on-site visibility
- Quarter-page ad in Derby Day Event Guide
- Shared recognition on social media

FUNDS

an all-access field trip experience for 30 students.

SWEET TREATS SPONSOR | 1 AVAILABLE | \$3,000

- Six (6) tickets seated together
- Special recognition as the Sweet Treats Sponsor with logo featured on desserts at all place settings
- Premier on-site visibility
- Quarter-page ad in Derby Day Event Guide
- Shared recognition on social media

ADDITIONAL OPPORTUNITIES

JOCKEY \$1,800

- 10 guests (1 table)
- Recognition as a Jockey Sponsor

PROVIDES 2 CHILDREN

with one year of life-changing animal and nature experiences.

TICKETS \$200

- A limited number of individual tickets are available for purchase

HELPS CHILDREN

get connected to life-changing animal and nature experiences





HAVE FUN & HELP CHILDREN

Secure your sponsorship today by contacting
Caitlin FitzSimons at caitlin@hopeonhorseback.org
or (318) 381-7277.

