

ABOUT THE EVENT



2019 IRONSTONE DERBY 5K & KENTUCKY DERBY PARTY

SATURDAY, MAY 4 AT IRONSTONE FARM



The Ironstone Derby is both a USATF-certified 5K charity race and a Kentucky Derby party at our nonprofit horse farm. People can choose to run, join the party, or do it all. There is a stickhorse fun run for children 10 and younger. Taking place on Kentucky Derby Day, the event's slogan is "Run for the Roses, Stay for the Party" as the top three female and male runners receive roses. The extensive party includes optional food, mint juleps and beer, as well as:

KIDS STICKHORSE FUN RUN

DERBY HAT COMPETITION



RED SOX WORLD SERIES TROPHY



TEXAS ROADHOUSE BARBECUE



HORSE & RIDER PERFORMANCE



**MINT JULEPS
& BEER AVAILABLE**

SOUVENIER GLASSES

GAMES INCLUDING CORNHOLE

BOUNCY HORSES FOR RACING

LIVE MUSIC

50/50 RAFFLE ON HORSE RACE

KENTUCKY DERBY SHOWN LIVE



ABOUT YOUR SPONSORSHIP

Ironstone Derby sponsors help hundreds in our community

Your sponsorship will power the life-changing nonprofit programs of Challenge Unlimited at Ironstone Farm. Ironstone uses the dynamic power of horseback riding and the environment of a farm to combine several therapies into one highly effective experience. Top doctors and medical institutions refer clients to Ironstone because of its success.

Children with special needs learn to walk. Some people who did not speak before begin speaking. Doctors refer a variety of clients, including those on the autism spectrum because it leads to improved social interactions.

Ironstone uses about 200 volunteers *each week* because volunteers see how their work dramatically improves lives.



YOUTH IN EARLY INTERVENTION THERAPY



Besides providing physical, occupational and speech therapy, Ironstone Farm offers a variety of educational and therapeutic programs, in total helping about 450 people each week. Groups include:

CHILDREN AND ADULTS WITH SPECIAL NEEDS



ELDERS WITH MEMORY ISSUES

VETERANS WHO HAVE EXPERIENCED TRAUMA



YOUTH SEEKING ADOPTION



CHILDREN AND FAMILIES AT RISK

HEAD START STUDENTS

TEENS SEEKING LEADERSHIP TRAINING

PEOPLE IN RECOVERY

TEENS WITH POST-TRAUMATIC STRESS

RECREATIONAL RIDERS

YOUNG ADULTS NEEDING LIFE SKILLS

CANCER SURVIVORS



RECOGNIZING YOUR CONTRIBUTION



IRONSTONE DERBY 5K & KENTUCKY DERBY PARTY

SATURDAY, MAY 4



TRIPLE CROWN PRESENTING SPONSOR

(\$10,000 CASH FEE)



Triple Crown sponsors will have their support of Ironstone Farm's nonprofit programs trumpeted before, during and after the event. Perks include:

- **If available: meeting former Sox player at event**
- Sponsor logo most prominent on shirts given to 5K participants
- Up to 4 company-supplied banners (3x8) can be displayed at the horse farm during event
- 25 complimentary race applications
- 25 complimentary Texas Roadhouse barbecue dinners to enjoy during the Kentucky Derby Party
- 25 drink tickets (mint juleps, beer, soda or water)
- Opportunity to present race-winner awards
- Opportunity to judge derby-hat competition
- Special PA announcements honoring sponsor
- Company recognition on Ironstone website, social media, annual report/yearbook, in emails to the Ironstone community, and press releases



SPECIAL ACCESS TO 2018 BOSTON RED SOX WORLD SERIES TROPHY:

Presenting sponsors and their representatives will receive exclusive VIP access to the 2018 Red Sox World Series trophy before the start of the party. These sponsors will have time to take photos with the trophy before the crowds begin to arrive.

IRONSTONE DERBY 5K & KENTUCKY DERBY PARTY

MAY 4



SEE
2018
RED SOX
WORLD
SERIES
TROPHY



\$5,000 – KENTUCKY DERBY SPONSOR

(\$5,000 CASH FEE)



1. Sponsor logo prominent on all competitor (runners and walkers) T-shirts
2. Up to 2 company-supplied banners (3x8) can be displayed
3. 10 free 5K entries and barbecue dinners
4. Special PA announcements honoring sponsor during event
5. Company recognition on Ironstone website, social media, Ironstone's annual report/yearbook and in emails to the Ironstone community
6. Pony Hops Horse with company or personal name displayed

\$2,500 – PREAKNESS SPONSOR

(\$2,500 CASH FEE or IN-KIND DONATION)

1. Special PA announcements honoring sponsor during event
2. Logo on T-shirts; one company-supplied banner
3. 4 complimentary 5K race applications and barbecue dinners
4. Company recognition on Ironstone website, social media, annual report and in emails to Ironstone community

\$1,500 – BELMONT

(\$1,500 CASH FEE)

1. Special PA announcements; logo on T-shirts
2. One company-supplied banner displayed
3. 2 complimentary 5K race entries and barbecue dinners
4. Company recognition on Ironstone website, social media, annual report and in emails to Ironstone community

\$1,000 – HYDRATION STATION



1. Banner on water station for all runners and walkers to see
2. Logo on shirts
3. Group opportunity to staff water table
4. Company recognition on Ironstone website, social media, annual report, etc.

\$1,000 – KIDS STICKHORSE FUN RUN



1. Company supplied banner at fun-run area for all participants to see
2. Logo on 5K shirts
3. Announcements of your sponsorship
4. Company recognition on Ironstone Farm website, social media, annual report, etc.
5. 10 Fun Run entries for employees/friends

\$500 – SPONSOR A BOUNCY HORSE



1. Company logo/name displayed by horse; company reps can race!
2. PA Announcement
3. Logo/name on 5K shirts
4. Ironstone Farm website & social media recognition

\$250 – SPONSOR A GAME/CORNHOLE

Sign, announcement recognizing company sponsorship of game you select. Website and social media recognition.

For sponsorships, contact Jim Greeley: 978-886-7063, greeleyj7@gmail.com