



Down with Derby

PARTNERSHIP
OPPORTUNITIES

Contact: Nicole Volz
Phone: 317-999-7108, Email: nvolz@kidscenterky.org
Kids Center is a registered 501-C3
Tax ID: 61-0492378

Benefitting:





What is Down with Derby?

A fashion event where the styles and the smiles steal the show! As the leading inclusive fashion show for the Kentucky Derby season, Down with Derby features models with all abilities alongside industry professionals showcasing inclusion is the most stylish look of them all!

Who does it benefit?

Each year Down with Derby selects a cause that aligns with the mission of the event. This year, Kids Center for Pediatric Therapies was chosen as the beneficiary.

Since 1958, Kids Center has provided support to the most vulnerable children in our community through life-changing therapeutic services. Their mission is to help children with special needs live their best life by maximizing their abilities; regardless of the family's ability to pay for care.



What are the details?

When: Thursday, April 14, 2022

Where: Kentucky Derby Museum (704 Central Ave)

Time: 6:30PM to 9:30pm

Dress Code: Business casual or Derby inspired

Contact: Nicole Volz

nvolz@kidscenterky.org or 317.999.7108

Partnership Opportunities:

Take Me To The Races Presenting Partner - \$5,000 (1 available)

Silks Cocktail Reception Partner - \$3,500 (1 Remaining)

Filly Partner - \$2,000 (2 Available)

Rose VIP Partner- \$1,200 (1 Remaining)

First Look Partner - \$1,000 (1 Available) - **Sold Out**

Close The Show Partner - \$1,000 (1 Available)

Twin Spires Runway Partner - \$250 (4 Remaining)

Social Media Partner- \$250 (2 Remaining)

In-Kind or Auction Item Partner- Contact Nicole Volz



Partnership Benefits:

Presenting/Take Me To The Races Partner- \$5,000 Commitment (1 Available)

- Press Release announcing presenting sponsor
- Included in select promotions, marketing, and printed materials surrounding the event
- Company name and/or logo on event step and repeat
- Company name and/or logo on event website with hyperlink
- Opportunity to include select branded materials in "swag bags"
- (2) Personalized social media posts across our 6K social network
- (1) Personalized emails to our 10K+ subscriber database
- (12) Down with Derby VIP tickets
- Full-page full-color advertisement in Down with Derby program
- Recognition and opportunity to speak during opening remarks

Silks Cocktail Reception Partner - \$3,500 Commitment (1 Remaining)

- Included in select printed materials surrounding the event
- Company name and/or logo on event step and repeat
- Company name and/or logo on event website with hyperlink
- Opportunity to include select branded materials in "swag bags"
- (1) Personalized social media posts across our 6K social network
- (1) Personalized emails to our 10K+ subscriber database
- (8) Down with Derby preferred seats
- Full-page full-color advertisement in Down with Derby program
- Recognition during opening remarks

Filly Partner - \$2,000 Commitment (2 available)

- Included in select printed materials surrounding the event
- Company name and/or logo on event website with hyperlink
- Opportunity to include select branded materials in "swag bags"
- (1) Personalized social media posts across our 6K+ network
- (1) VIP table at the event
- (6) Down with Derby preferred seats
- Full-page full-color advertisement in Down with Derby program

Rose Partner- \$1,200 Commitment (2 available)

- Included in select printed materials surrounding the event
- Company name and/or logo on event website with hyperlink
- Opportunity to include select branded materials in "swag bags"
- (1) personalized social media posts across our 6K+ network
- (6) Down with Derby preferred seats
- Listed as sponsor in Down with Derby program



Partnership Benefits:

First Look Partner- \$1,000 Commitment *(Sold Out)*

- Company name and/or logo on event website with hyperlink
- Opportunity to include select branded materials in "swag bags"
- (1) Personalized social media posts across our 6K+ network
- (4) Down with Derby VIP tickets
- Opportunity to select which model will open the show
- Listed as sponsor in Down with Derby program

Close The Show Partner- \$1,000 Commitment *(1 available)*

- Company name and/or logo on event website with hyperlink
- Opportunity to include select branded materials in "swag bags"
- (1) Personalized social media posts across our 6K+ network
- (4) Down with Derby VIP tickets
- Opportunity to select which model will close the show
- Listed as sponsor in Down with Derby program

Twin Spires Runway Partner - \$250 Commitment *(4 Remaining)*

- Company name and/or logo on event website with hyperlink
- Opportunity to have a minimum of six styles in the show
- (2) Down with Derby walk around tickets
- Listed as sponsor in Down with Derby program

Social Media Partner - \$250 Commitment *(3 available)*

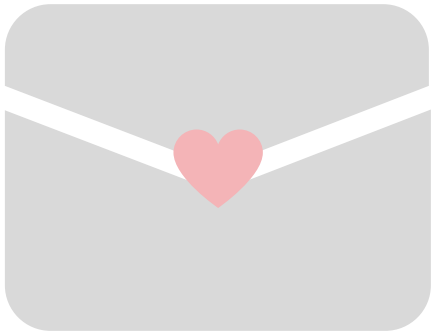
- (1) personalized social media posts across our 6K+ network
- (2) Down with Derby walk around tickets
- May be listed as sponsor in Down with Derby program

In-Kind or Auction Item Partner

- (2) Down with Derby walk around tickets (if available)
- May be listed as sponsor in Down with Derby program

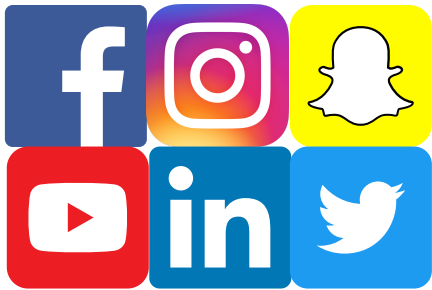


How We Influence:



10K+ SUBSCRIBERS

We actively communicate with our subscribers, informing them of member success stories, upcoming events, and other relatable content.



7,000+ SOCIAL MEDIA FOLLOWERS

We engage regularly across various social media platforms, posting videos, engaging messages, member success stories, upcoming events, and information about our supporters and partners to ensure our message and our memories are visible.

SOCIAL MEDIA IMPRESSIONS

We review our social media influence monthly. All of our content is organically driven, meaning we did not pay to boost our ads or placement.

Below are the statics from October 1, 2021- November 1, 2021.

Average Page Views: 626

Average Post Reach: 9,780

Average Reactions to social media content: 3,036





2022 Partnership Commitment Form

Partnership Levels:

- Take Me To The Races Presenting- \$5,000
- Silks Cocktail Reception Partner- \$3,500
- Filly Partner- \$2,000
- Rose Partner- \$1,200
- Close or Open the Show Partner - \$1,000
- Twin Spires Runway Partner- \$250
- Social Media Partner- \$250
- I am unable to attend but would like to make a gift of \$_____

Payment Information:

Company Name: _____ Contact Name: _____
(as it should appear in print)

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Cell: _____

Name on card: _____

Card Number: _____ Exp. Date: _____ CVV: _____

Signature: _____ Date: _____

Bill me at the address above

Charge my credit card

Card Type: Mastercard Visa AMEX Discover

I have enclosed a check payable to Kids Center for Pediatric Therapies

Please email Nicole Volz at nvolz@kidscenterky.org the names, cell phone numbers, and email addresses of your attendees when submitting this form, or write the information on the back of the form before mailing to us at:

Kids Center for Pediatric Therapies
C/O: Nicole Volz
9810 Bluegrass Parkway
Louisville, KY 40299

Thank you for your partnership!