



Partnership Opportunities



Event Contact: Nicole Volz
502.495.5088 or nicolev@dsoflou.org
Down Syndrome of Louisville is a registered 501-C3
Tax ID: 61-1214126



**DOWN SYNDROME
OF LOUISVILLE**
SERVING KENTUCKY & INDIANA



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 Down Syndrome alongside industry professionals proving inclusion is the most stylish look of them all!

Who does it benefit?

Members of our community with Down syndrome! Lifetime support is critical for the success of our members but gaps in state and local funding too often leave them without the tools they need to reach their full potential and live fulfilling lives...

Partnerships with people and businesses are crucial in helping support the costs of educational and social programming provided at our Lifelong Learning campuses in Louisville and Southern Indiana. Some of the services we offer include:

- Continued Education
- Supported Employment
- Social Activities
- and so much more...



What are the details?

When: March 19, 2020

Where: Churchill Downs - Starting Gate Suites 4th Fl.

Time: 6:00 PM - 9:00 PM

Dress Code: Business Casual or Derby Inspired

Event Contact:
Nicole Volz
nicolev@dsoflou.org

Partnership Opportunities:



Take Me To The Races Partner- \$7,500 Commitment **(SOLD)**

Silks Cocktail Reception Partner- \$5,000 *Exclusive, only one offered*

Rose Partner- \$2,500 *2 opportunities, 1 remaining*

Filly VIP Suite Partner- \$1,000 *5 opportunities, 3 remaining*

Bid Paddle Partner - \$1,000 *Exclusive, only one offered*

Lily Exhibitor Partner- \$500 *5 opportunities, 3 remaining*

Twin Spires Runway Partner- \$350 Commitment **(SOLD)**

Social Media Partner- \$350

In-Kind Partner - Contact Nicole Volz



Partnership Benefits:



Presenting/Take Me To The Races Partner- \$7,500 Commitment (SOLD)

- Press Release announcing presenting sponsor
- Included in **ALL** 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
- (2) personalized social media posts across our 32K+ network
- (1) personalized emails to our 21K+ subscriber database
- (1) Filly VIP Suite
- (16) Down with Derby fashion show VIP tickets
- Full page full color advertisement in Down with Derby program
- Recognition during opening remarks

Silks Cocktail Reception Partner - \$5,000 Commitment (1 available)

- Included in **ALL** 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
- (1) personalized social media posts across our 32K+ network
- (1) personalized emails to our 21K+ subscriber database
- (1) Filly VIP Suite
- (15) VIP Down with Derby fashion show tickets
- Full page full color advertisement in Down with Derby program
- Recognition during opening remarks

Rose Partner- \$2,500 Commitment (2 available, 1 remaining)

- Included in **ALL** printed materials surrounding the event
- Company name and/or logo on event website with hyperlink
- (1) personalized social media posts across our 32K+ network
- (1) Private VIP suite with the opportunity to host up to 15 guests
- (15) VIP Down with Derby fashion show tickets
- Access to the Rose Suite day of event
- Listed as sponsor in Down with Derby program

Filly Suite Partner - \$1,000 Commitment (5 available, 3 remaining)

- Company name and/or logo on event website with hyperlink
- (1) Personalized social media posts across our 32K+ network
- (1) Private VIP suite with opportunity to host 9 guests
- (10) Down with Derby fashion show VIP tickets
- Full page full color advertisement in Down with Derby program

Partnership Benefits:



Bid Paddle Partner - \$1,000 Commitment (1 available)

- Company name and/or logo on event website with hyperlink
- Company name and/or logo on all bid paddles
- (1) personalized social media posts across our 32K+ network
- Opportunity to setup as an exhibitor at the event
- Opportunity to have up to six styles in the runway show
- (4) Down with Derby tickets
- Listed as sponsor in Down with Derby program



Lily Exhibitor Partner - \$500 Commitment (5 opportunities, 3 remaining)

- Company name and/or logo on event website with hyperlink
- (1) personalized social media posts across our 32K+ network
- Opportunity to setup as an exhibitor at the event
- Opportunity to have up to six styles in the runway show
- (4) Down with Derby tickets
- Listed as sponsor in Down with Derby program



Twin Spires Runway Partner - \$350 Commitment (SOLD)

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



Social Media Partner - \$350 Commitment

- (1) personalized social media posts across our 32K+ network
- (2) Down with Derby tickets

In-Kind or Auction Item Partner

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



What kind of impression does Down with Derby leave?

Without a doubt, a memorable one... and the media thinks so too!
Take a look at the impression our members have made!



Online & In Print:

Courier Journal
Tops Magazine
The Voice Tribune
Louisville Magazine
Style Blueprint Magazine

News:

WLKY
WHAS
WDRB
WAVE 3
WHAS Great Day Live

Click on the pictures
to see our members on the news talking about the
Down With Derby Fashion Show.

260 + Attendees
\$23,000 Raised



Who We Influence



21,000 Subscribers

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



32,000+ Social Media Followers & Growing

We engage regularly across various social media platforms. We use social media posts, videos, contests, and content such as event promotion and member success stories to ensure our message and our memories are visible to our sponsors, donors, followers, and the families we service.



Social Media Impressions

Note: 2019 averages do not include our two viral videos that generated over 5 million views, and are all based on organic (unpaid) reach.

Average Reactions Per Post to Posted

Social Media Content = 293

Average Comment per Post = 23

Average Shared Post per Post = 24

Our Average Organic Reach to Posted Social Media Content = 4,812





2020 Partnership Commitment Form



Partnership Levels:

- Take Me To The Races Presenting Partner - \$7,500 **Sold**
- Silks Cocktail Reception Partner - \$5,000
- Rose VIP Lounge Partner - \$2,500
- Filly Suite Partner - \$1,000
- Bid Paddle Partner - \$1,000
- Lily Exhibitor Partner - \$500
- Twin Spires Runway Partner - \$350 **Sold**
- Social Media Partner - \$350
- In Kind Partner - Contact Nicole Volz



Payment Information:

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

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

Email: _____ Phone: _____ Cell Phone: _____

Bill me at the address above

Charge my credit card

I have enclosed a check payable to
Down Syndrome of Louisville

Card Type: Mastercard Visa AMEX Discover

Name on card: _____ Signature: _____ Date: _____

Card Number: _____ Exp Date: _____ CVV: _____



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

Down Syndrome of Louisville
C/O: Nicole Volz
5001 South Hurstbourne Parkway
Louisville, KY 40291

Thank You for your partnership!