



Care Affair 2020: Racing to find a CURE!

benefitting:



The Atlanta TriDelta Alumnae Association has hosted Care Affair for the last 36 years. In that time, we've raised **\$2.4 million** for CURE Childhood Cancer and the TriDelta Foundation.

As a **100% volunteer** lead group, we strive to give every single penny back to help fight childhood cancer!

While there is only **one** winner each year at the Kentucky Derby...

We all **WIN** when we **PLACE** our efforts to **SHOW** others the positive impact we can have in the race to find a CURE for Childhood Cancer!

Here is our Sponsorship **Trifecta**:
+ **Stable** (Specific) Sponsorships
+ **Infield** (In-Kind) Sponsorships
+ **Grandstand** (Classic) Sponsorships

In an effort to **stirrup** new partnerships, we encourage you to select the type of sponsorship that suits you best!

To help you choose which option is best for you/your company, we have Care Affair veteran and immediate past co-chair, who is **taking the reins** for corporate partnerships:



Sponsorship Jockey:
Melissa Woolum
(540) 230-8914
CareAffair2020@gmail.com



So let's all **saddle up** for an epic year of fundraising and friendraising!

Care Affair 2020: Racing to find a CURE!

Stable (Specific) Sponsorships

VALET (\$2,500)

- Yard Signage with Logo
- Ability to leave a flyer in each car
- Space to Display/Park Car or Company Display

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)



FIRST IMPRESSION/CHECK-IN (\$2,500)

- Prominent Logo at Check-In
- Logo on each champagne glass
- Custom Logo Window Clings on doors

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
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Complimentary Care Affair Tickets for Six (6)



TENT (\$2,500)

- Prominent Lawn Signs around the tent
- Verbal Thank You at Welcome prior to Race
- Placement of Company Info on Every outdoor table

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)



BAR SPONSOR (\$3,000 per)

• A (outdoor) • B (outdoor) • C (indoor)

- Prominent Logo placement on Bar
- Custom Logoed Cocktail Napkins
- Custom named Drink at that bar
- Verbal Thank You at Welcome prior to Race

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)



10% discount if you select A & B
20% Discount if you select A, B & C
(additional sponsor benefits with each level of bar sponsorship)

Stable (Specific) Sponsorships



RACE RAFFLE (\$2,500)

- **Prominent Logo placement on Raffle Table**
- **Verbal Thank You at Welcome prior to Race**
- **Placement of Company Info at Raffle Table**

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)

PHOTOBOOTH (\$2,500)

- **Prominent Logo placement at Photo Booth Area**
- **Verbal Thank You at Welcome during Program**
 - **Placement of company Info at Booth**

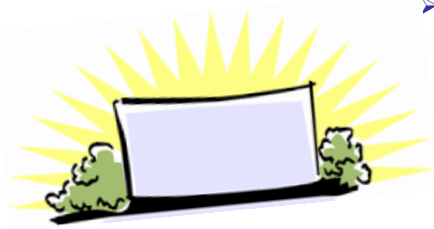
Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)



SCREEN (\$1,500)

- **Prominent Logo placement on both sides of screen**
- **Verbal Thank You at Welcome during Program**

Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Ability to Put Information at Sponsor Table
Complimentary Care Affair Tickets for Four (4)



TECHNOLOGY (\$1,500)

- **Prominent Logo placement at phone charging station(s)**
- **Verbal Thank You at Welcome during Program**
 - **Placement of company logo on lawn signs**

Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Ability to Put Information at Sponsor Table
Complimentary Care Affair Tickets for Four (4)



LIVE AUCTION (\$1,500)

- **Prominent Logo placement in Live Auction / On Paddles**
- **Verbal Thank You at Welcome during Program**

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
Half (1/2) Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Four (4)



Stable (Specific) Sponsorships

ENTERTAINMENT (\$1,500)

- Prominent Logo placement at DJ Table
- Verbal Thank You at Welcome prior to Race

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
Half (1/2) Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Four (4)



LAWN-ENTERTAINMENT (\$1,500)

- Prominent Logo placement at Lawn Games Area
- Verbal Thank You at Welcome during Program

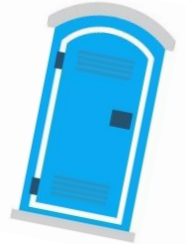
Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
Half (1/2) Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Four (4)



PADDOCK-POTTY (\$2,500)

- Prominent Logo placement on Restroom Trailer / Lawn Signage
- Flyer/Logo placement in Each Stall of Bathroom
- Ability to leave company info on counter in bathrooms
- Verbal Thank You at Prior to Race

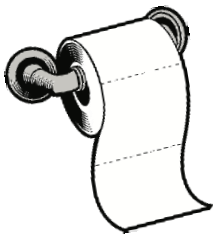
Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)



BATHROOMS (\$2,500)

- Prominent Logo placement on Mirrors in Bathroom
- Flyer/Logo placement in Each Stall of Bathroom
- Ability to leave company info on counter in bathrooms
- Verbal Thank You at Welcome during Program

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)



CHECK OUT (\$2,500)

- Prominent Logo placement on at Check Out
- Verbal Thank You at Welcome during Program
- Ability to have info at Check Out

Recognition on the Care Affair Invitation
Recognition on the Care Affair Website
Recognition on the Care Affair Facebook Page
One (1) Full Page Ad on Power Point Rotation at Event
Included on All Sponsor Signage at Care Affair
Complimentary Care Affair Tickets for Six (6)



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Infield (In-Kind) Sponsorships

WINE (UNCORK A CURE)



BEVERAGE DISTRIBUTOR

GRAPHIC DESIGN

MEDIA

PR

VIDEO

SIGNAGE

INVITATIONS

POSTAGE

CORNHOLE BOARDS (4)

- For CURE Patient Artwork



LAWN-ERTAINMENT (cornhole boards and games)

LUXURY LIVE AUCTION ITEMS:

- Kentucky Derby Tickets
- Masters Tickets
- US Open Tickets
- Exotic Vacation Locations



Have a talent, service, experience, or vacation home that may work?

Please feel free contact out Sponsorship Jockey:

Melissa Woolum – 540.230. 8914

CareAffair2020@gmail.com

Care Affair 2020: Racing to find a CURE!

Grandstand (Classic) Sponsorships



DERBY DAY DONOR (\$25,000+)

- Ability to select an available Stable Sponsorship
 - Prominent Recognition and Logo on the Care Affair Invitation
 - Special Recognition on the Care Affair Website
 - Special recognition on Care Affair Facebook Page
 - Inclusion and logo all Emails and correspondence
 - (3) Three Full Page Ads on Power Point Rotation at Event
 - Commercial or Media Clip In Power Point Rotation at Event
 - Recognition in all Media Coverage and Press Releases
 - Dedicated Time (2 Minutes) to speak during program
 - Ability to Put Information at Sponsor Table
 - Included on All Sponsor Signage at Care Affair
 - Prominent Logo Window Cling Doors at The Manor
 - Complimentary Care Affair Tickets for Twenty-four (24)
 - Three (3) Reserved Tables both Outside/Inside
- One(1) Available**

TRIPLE CROWN (\$15,000 - \$24,999)

- Recognition and Logo on the Care Affair Invitation
 - Recognition on the Care Affair Website
 - Recognition on the Care Affair Facebook Page
 - Inclusion and logo all Emails and correspondence
 - Two (2) Full Page Ads on Power Point Rotation at Event
 - Included on All Sponsor Signage at Care Affair
 - Ability to Put Information at Sponsor Table
 - Complimentary Care Affair Tickets for Sixteen (16)
 - Two (2) Reserved Tables both Outside/Inside
- Three (3) Available**



WINNERS CIRCLE (\$10,000 - \$14,999)

- Recognition and Logo on the Care Affair Invitation
 - Recognition on the Care Affair Website
 - Recognition on the Care Affair Facebook Page
 - Inclusion and logo all Emails and correspondence
 - One (1) Full Page Ad on Power Point Rotation at Event
 - Included on All Sponsor Signage at Care Affair
 - Ability to Put Information at Sponsor Table
 - Complimentary Care Affair Tickets for Ten (10)
 - One (1) Reserved Tables both Outside/Inside
- Five (5) Available**



GRANDSTAND SPONSORSHIPS CONTINUED ON NEXT PAGE



RUN FOR THE ROSES (\$5,000 - \$9,999)

- Recognition and Logo on the Care Affair Invitation
- Recognition on the Care Affair Website
- Recognition on the Care Affair Facebook Page
- One (1) Full Page Ad on Power Point Rotation at Event
- Included on All Sponsor Signage at Care Affair
- Ability to Put Information at Sponsor Table
- Complimentary Care Affair Tickets for Eight (8)
- One (1) Reserved Tables both Outside/Inside



CHURCHHILL DOWNS (\$2,500 - \$4,999)

- Recognition and Logo on the Care Affair Invitation
- Recognition on the Care Affair Website
- Recognition on the Care Affair Facebook Page
- One (1) Full Page Ad on Power Point Rotation at Event
- Included on All Sponsor Signage at Care Affair
- Ability to Put Information at Sponsor Table
- Complimentary Care Affair Tickets for Six (6)

PREAKNESS STAKES (\$1,000 - \$2,499)

- Recognition on the Care Affair Invitation
- Recognition on the Care Affair Website
- Recognition on the Care Affair Facebook Page
- Half (1/2) Page Ad on Power Point Rotation at Event
- Included on All Sponsor Signage at Care Affair
- Ability to Put Information at Sponsor Table
- Complimentary Care Affair Tickets for Four (4)



BELMONT STAKES (\$500 - \$999)

- Recognition on the Care Affair Invitation
- Recognition on the Care Affair Website
- Recognition on Power Point Rotation at Event
- Complimentary Care Affair Tickets for Two (2)



THROUGHBRED (\$250 - \$499)

- Recognition on the Care Affair Invitation
- Recognition on the Care Affair Website
- Recognition on Power Point Rotation at Event



PLEASE COMPLETE YOUR ATTACHED SPONSORSHIP FORM

Sponsors at the **CHURCHHILL DOWNS** level or higher,
please send all logos and/or advertisement information
to CareAffair2020@gmail.com

DEADLINE: FEBRUARY 1st, 2020



*Sponsorship Perks and Privileges have the ability to be altered and/or changed at the discretion of the Care Affair Committee.
Any significant changes will be shared with any sponsors affected by changes made.*