



Event Overview

For over 10 years, the CDA's Down Home Derby has been one of the premier fundraising events in the North Fulton area. After a two year break due to COVID, we are excited to be bringing back the Down Home Derby again in 2022. Guests will be treated to an elegant evening in a converted horse barn with a live viewing of the Kentucky Derby, a full course dinner and dancing all while raising money to support the mission of the Children's Development Academy.

Attendees

There will be approximately 250 guests with a ticket price of \$200 each.

Date and Time

Saturday, May 7, 2022, 5:15-9:30pm

Location

Reid Barn, a beautifully converted barn event venue in Cumming, GA that complements the look and feel of the Derby.

Sponsorships

Sponsorships range from \$500-\$25,000. A full list of sponsor benefits follow. Sign up early to maximize your sponsorship benefits. All sponsorships directly support the mission of the CDA! Contact Director of Advancement, Sheila Sillitto, at 770-992-4339 x205 or ssillitto@cdakids.org for more information.

Why Support the CDA?

Every year about 35% of Kindergarteners in North Fulton start school with no formal preschool. Research shows that early childhood development drives success in school and life. Yet, for most families the CDA serves, preschool is an unaffordable luxury. Our families typically have an average household income of just \$27,000/year. That's why, with community support, the CDA applies generous scholarship amounts to its families on a sliding scale based on household size and income. Many children attend for free, those who do pay something, pay on average \$75/week which includes 7am-6pm school hours, two nutritious meals and a daily snack. Additionally, the CDA operates in accordance with NAEYC's strict teacher to student ratios and hires experienced, well-educated teachers.

2022 Sponsorship Levels

Title – \$25,000 (exclusive)

- Opportunity to speak from the podium during the event program.
- One year naming opportunity at exterior entrance to the school
- Opportunity to set up a table or product display at the event
- One group volunteer activity with our CDA kids
- Logo on event signage
- Logo on event webpage
- Featured in pre and post press release about the event, with the option to include a quote in both releases.
- Logo on the front cover of program at the event
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of two additional social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor logo featured in monthly e-newsletters (audience 3,000+)
- Logo printed on the card that accompanies the favor all guests receive
- One reserved Derby Table – 10 tickets
- Express check-in at the Derby and a personal concierge to welcome your group

Presenting – \$15,000 (industry exclusive)

- Verbally recognized at the event
- One year naming opportunity of one of the CDA's classrooms
- Opportunity to set up a table or product display at the event
- One group volunteer activity with our CDA kids
- Logo on event signage
- Logo on event webpage
- Featured in pre and post press release about the event
- Logo on the front cover of program at the event
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor logo featured in monthly e-newsletters (audience 3,000+)
- Logo printed on the card that accompanies the favor all guests receive
- One reserved Derby Table – 10 tickets
- Express check-in at the Derby and a personal concierge to welcome your group

Grade Level – \$10,000 (industry exclusive)

- Verbally recognized at the event
- One year naming opportunity of one of the CDA's classrooms
- One group volunteer activity with our CDA kids
- Logo on event signage
- Logo on event webpage
- Featured in pre and post press release about the event
- Logo in program at the event
- One featured social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor logo featured in monthly e-newsletters (audience 3,000+)
- One reserved Derby Table – 10 tickets
- Express check-in at the Derby and a personal concierge to welcome your group

Classroom Level – \$5,000

- Verbally recognized at the event
- Name on event signage
- Name on event webpage
- Mentioned in pre and post press release about the event
- Name in program at the event
- One featured social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor name featured in monthly e-newsletters (audience 3,000+)
- Four tickets to the Derby

CDA Family – \$2,500

- Verbally recognized at the event
- Name on event signage
- Name on event webpage
- Name in program at the event
- Mentioned in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor name featured in monthly e-newsletters (audience 3,000+)
- Two tickets to the Derby

CDA Friends – \$1,000

- Verbally recognized at the event
- Name on event webpage
- Name in program at the event
- Mentioned in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Sponsor name featured in monthly e-newsletters (audience 3,000+)

Help the CDA Offset Event Expenses by Sponsoring One of these Event Items

Going, Going, Gone – \$2,000

Help sponsor the cost of our benefit auctioneer, Dean Crownover.

- Name in the program at the event
- Name on the event webpage
- Verbally recognized by Dean during the program
- Logo on the event screen during recognition by Dean
- Auctioneer will wear a name tag with sponsor logo throughout the event
- Dean Crownover is famous for his wide variety of sequined jackets. The Going, Going, Gone sponsor picks the one he will wear for the Down Home Derby.

Dance 'Til You Drop – \$1,000

Help sponsor the cost of our live band, so you can dance the night away!

- Name in the program at the event
- Name on the event webpage
- Sign in front of the band recognizing your sponsorship

Say Cheese – \$1,000

Help sponsor the cost of photography for the event so everyone will say cheese!

- Name in the program at the event
- Name on the event webpage
- Photographer will wear a name tag with sponsor logo throughout the event.
- Name listed on photo signage.

Can You Hear Us – \$1,000

Help sponsor the cost of audio and visual for the evening.

- Name in the program at the event
- Name on the event webpage
- Verbally recognized by auctioneer during the program
- Logo on the screen during the recognition

Let Them Eat “Cake” – \$500 – **SOLD!**

Help sponsor the cost of desserts for the sweet tooth in all of us.

- Name in the program at the event
- Name on the event webpage
- Logo on a “sponsored by” sign on the dessert table

Place Your Bets – \$500 – **SOLD!**

Help sponsor the costs of our betting buckets where hopeful guests will bet on their favorite horse

- Name in the program at the event
- Name on the event webpage
- Logo on a “sponsored by” sign by the betting buckets

Feed Me a Carrot – \$500

Reid Barn, in addition to hosting the Down Home Derby, is also home to a full-sized and miniature horse. Sponsor a station for guests to visit the horses and feed them carrots.

- Name in the program at the event
- Name on the event webpage
- Logo on a “sponsored by” sign by the carrots

Refresher Station – \$500

Sponsor the one place that every guest will be sure to visit during the evening for a refresh!

- Name in the program at the event
- Name on the event webpage
- Logo on a “sponsored by” sign in all three bathrooms with complementary mints

Sign up to sponsor the CDA’s annual Down Home Derby by contacting Director of Advancement Sheila Sillitto at 770-992-4339 x205 or ssillitto@cdakids.org.