



MAY 4, 2024 REID BARN, CUMMING

The annual Down Home Derby raises vital funding to support the CDA's mission of affording all children in our community high-quality early education.

SPONSORSHIP LEVELS

Title Sponsor: \$25,000

(Exclusive)

Tickets

- Two Reserved Tables of 8 (16 tickets)

Logo Placement

- Logo on event signage, event webpage and on front cover of the event program
- Full-page ad in event program
- Logo printed on table signs
- Logo printed on the party favor card that all guests receive
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Featured in pre and post-event press releases, with the option to include a quote
- Four featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of five additional social media posts

Additional Benefits

- One-year naming opportunity of one of the CDA's classrooms
- One group volunteer activity at the CDA
- Verbal recognition at the event



Exclusive Benefits at the Event

- Opportunity to speak from the podium
- Opportunity to set up a table or product display
- Express check-in for you and your guests and a personal concierge to welcome your group

SPONSORSHIP LEVELS, CONTINUED...

Presenting Sponsor: \$15,000

(industry exclusive)

Tickets

- Two Reserved Tables of 8 (16 tickets)

Logo Placement

- Logo on event signage, event webpage and on front cover of the event program
- Logo printed on the party favor card that all guests receive
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Featured in pre and post-event press releases, with the option to include a quote
- Three featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of four additional social media posts

Additional Benefits

- One-year naming opportunity of one of the CDA's classrooms
- One group volunteer activity at the CDA
- Verbal recognition at the event



Grade Level Sponsor: \$10,000

(industry exclusive)

Tickets

- One Reserved Table of 8 (8 tickets)

Logo Placement

- Logo on event signage, event webpage, and in the event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Featured in pre and post-event press releases
- Two featured social media posts on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of three additional social media posts

Additional Benefits

- One-year naming opportunity of one of the CDA's classrooms
- One group volunteer activity at the CDA
- Verbal recognition at the event

SPONSORSHIP LEVELS, CONTINUED...

Classroom Level Sponsor: \$5,000

Tickets

- 4 tickets to the event

Logo Placement

- Logo on event signage, event webpage, and in the event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- Mentioned in pre and post-event press releases about the event
- One featured social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in a minimum of two additional social media posts

Additional Benefits

- Verbal recognition at the event



CDA Family: \$2,500

Tickets

- 2 Tickets to the event

Logo Placement

- Logo on event signage, event webpage, and in event program
- Logo featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Press and Social Media

- One featured social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)
- Mentioned in one additional social media post

Additional Benefits

- Verbally recognized at the event

CDA Friends: \$1,500

Tickets

- 2 Tickets to the event

Name Placement

- Name on event webpage and in event program
- Name featured in monthly e-newsletters (audience 3,000+)
- Logo with hyperlink on Partner Page on the CDA website

Social Media

- Mentioned in one social media post on Facebook, Instagram, LinkedIn and Twitter (combined audience 3,000+)

Additional Benefits

- Verbally recognized at the event

SPONSORSHIP LEVELS, CONTINUED...

Speciality Sponsors - \$750:

Dance 'Til You Drop

Sponsor the live band so you can dance the night away!

Place Your Bets

Sponsor the betting buckets where hopeful guests will bet on their favorite horse to win, place or show!

Feed Me a Carrot

Sponsor a station for guests to visit Reid Barn's horses and feed them a carrot.

Find the Aces

Sponsor this fun party game where guests have a chance to win a fabulous bottle of wine or spirits!

Golden Ticket

Sponsor our raffle where Golden Tickets will be drawn for a chance to win a fantastic trip!

The Big Picture

All eyes will be on our big screen TV's for the running of the 150th Kentucky Derby.



Speciality Sponsor Benefits:

- Name in the event program and on the event webpage
- Sponsor name featured in monthly e-newsletters (audience 3,000+)
- Logo on "sponsored by" signage at the sponsored activity
- Logo with hyperlink on Partner Page on the CDA website



Welcome Walkway Sponsors - \$500

Benefits:

- Name on the event webpage
- Logo on Welcome Walkway signage at the event
- Logo with hyperlink on Partner Page on the CDA website