

DAY AT THE RACES

Friday, April 21, 2017

Keeneland Race Track, Lexington, Kentucky

For over 20 years, this highly anticipated fundraising event has been an important and integral part of keeping the doors open and the lights on at the Lexington Ronald McDonald House®. Guests of "Day at the Races" are given tickets to access the exclusive Lexington Room overlooking the track, assigned seating, gourmet buffet lunch, a free racing form, and the assistance of an on-site, professional handicapper for the day's races. Perhaps most importantly, guests of this event know that they have helped bring a little comfort to a family at a time when they may need it most.



*The Keeneland "Day at the Races" event has raised **over \$450,000** for RMHC of the Bluegrass since its inception in 1993!*

Sponsorship Benefits	Presenting \$10,000 <i>Day at the Races Presented by INamel</i>	Gold \$3,500	Sterling \$1,000	Friend \$500
Event Logo Development – Sponsor's name thoughtfully incorporated into event logo design	●			
Social Media Showcase – RMHC Facebook and Twitter campaign featuring unique "VIP ticket giveaway" promotion made possible by Sponsor	●			
Company Representative to join RMHC during appearance on Noon Show	●	●		
Print Advertising Recognition – Prominent recognition as Sponsor on "Thank You Ad" to run in Business Courier two weeks prior to event	Prominent Logo	Logo		
Exclusive Recognition – Company representatives are recognized in Winner's circle and will be broadcast on Keeneland's in-house channel displayed on TVs throughout the grounds. Guests will receive a private tour of the paddock area following Winner's circle appearance.	●	●		
VIP Tickets – Includes buffet lunch and preferred seating	2 tables of 4	1 table of 4	1 table of 4	1 table of 4
RMHC "Home Page" Newsletter Recognition	Photo & Caption	Photo & Caption	Sterling Listing	
Recognition on Invitation	Front	Gold Listing	Sterling Listing	
Recognition in Keeneland Spring Meet "Day at the Races" program	Prominent Logo			
Exposure on RMHC Lexington website	Prominent Logo/Link	Prominent Logo/Link		●
Category Exclusivity and First Right to Refusal	●	●		
Recognition on all Individual Table Signs	●	●	●	●

For more information about our Special Event Sponsorships, visit rmhclxington.com or contact Sarah Jordan, Development and Communications Manager, at (859) 268-0757 ext. 251 or sjordan@rmhclxington.com



Day at the Races Sponsorship Agreement Form

Contact Information *(please print)*

Company Contact Person

Company Name

Mailing Address

Mailing Address

City State Zip

Phone Fax

E-mail address of contact person

Please indicate how print recognition for this sponsorship should read

Choose Sponsorship Level

Keeneland Day at the Races

- Presenting Level** *(includes 2 tables of 4)* \$10,000
- Gold Level** *(includes 1 table of 4)* \$ 3,500
- Sterling Level** *(includes 1 table of 4)* \$ 1,000
- Friend Level** *(includes 1 table of 4)* \$ 500

Total Sponsorship Cost _____

- Please send me an invoice for this sponsorship**
Unless otherwise arranged, payment is appreciated within 30 days of signing this letter of commitment.

Please send completed forms to:

Ronald McDonald House Charities
Attn: Sponsorship Support
P.O. Box 22414
Lexington, KY 40522

For more information visit rmhclexington.com or
email **Sarah Jordan** at sjordan@rmhclexington.com

