



RMHC of the Bluegrass

2019 Day at the Races Sponsorships

4.26.2019

The Keeneland "Day at the Races" event has raised over \$510,000 for RMHC of the Bluegrass since its inception in 1983!

Winner Takes All ♥

\$10,000

- Exclusive access to Lexington Kentucky Room • Assigned seating • Gourmet buffet lunch • Free racing form
- Assistance of an onsite professional handicapper • Recognition of Sponsor's name in logo design • RMHC media campaign featuring unique "VIP ticket giveaway" promotion made possible by Sponsor • Company representatives recognized in Winner's Circle • Private tour of the paddock area • Three tables of four window seats
- RMHC Newsletter Recognition (photo & caption) • Recognition on e-invitation (header) • Prominent logo recognition in Keeneland "Day at the Races" program • Exposure on RMHC Lexington website (prominent logo/link)
- Category Exclusivity and First Right to Refusal • Recognition on all individual table signs

Front Runner ♥

\$3,600

- Exclusive access to Lexington Kentucky Room • Assigned seating • Gourmet buffet lunch • Free racing form
- Assistance of an onsite professional handicapper • Two tables of four window seats • RMHC "Home Page" Newsletter Recognition (photo & caption) • Recognition on e-invitation (Front Runner Listing) • Exposure on RMHC Lexington website (prominent logo) • Category Exclusivity and First Right to Refusal • Recognition on all Individual Table Signs

Trifecta ♥

\$1,200

- Exclusive access to Lexington Kentucky Room • Assigned seating • Gourmet buffet lunch • Free racing form
- Assistance of an onsite professional handicapper • One table of four window seats • RMHC "Home Page" Newsletter Recognition (Trifecta Listing) • Recognition on e-invitation (Trifecta Listing) • Exposure on RMHC Lexington website • Recognition on all Individual Table Signs

Secretariat ♥

\$600

- Exclusive access to Lexington Kentucky Room • Assigned seating • Gourmet buffet lunch • Free racing form
- Assistance of an onsite professional handicapper • One table of four regular seats • Recognition on all Individual Table Signs

For more information about our Day at the Races Sponsorships, visit rmhclexington.com or contact Nicole Tarpoff, Special Events and Communications Manager, at ntarpoff@rmhclexington.com.



RMHC
of the Bluegrass