



STORYBOOK FARM
KENTUCKY DERBY DAY

SPONSORSHIP GUIDE



17th Annual | Saturday, May 3 | 1 PM

IMPACT CHILDREN AT ALABAMA'S LARGEST DERBY CELEBRATION

THE EVENT WHERE HORSES, FASHION, AND PHILANTHROPY RACE TO THE FINISH LINE!



Derby Day 2024 was a record-breaking success, empowering hundreds of children to grow, heal, and thrive – all thanks to you! With over \$460,000 raised, we're expanding our STEM and animal-assisted programs, while also providing thousands of books to underprivileged children. Because of your support, more kids now have the chance to build confidence, learn valuable life skills, and unlock opportunities that shape their futures.

2025 KENTUCKY DERBY DAY: SATURDAY, MAY 3

Your sponsorship dollars will boost your brand and make a lasting impact on children in need

Get ready for an unforgettable Derby Day with exciting favorites and fresh surprises:

Live Coverage from Churchill Downs: Experience the thrill of the race!

Derby Darling & Dapper Dan Contests: Flaunt your style and win big!

Thrilling Auctions: Bid on incredible items with our lively auctioneer, Matt Rogers.

Tasty Small Bites: Savor delicious treats.

Fun Giveaways: Look out for fantastic prizes!

SPONSORSHIPS ARE LIMITED THIS YEAR . . . SO RESERVE YOUR SPOT TODAY!

Dena H. Little

DENA LITTLE, CEO & FOUNDER



WHY SPONSORSHIP WORKS

Derby Day attracts a vibrant demographic of professionals aged 25 to 55, making it an ideal platform to showcase your brand or company. As a sponsor, you'll receive tickets, prominent signage, and extensive social media exposure, providing you with the opportunity to engage with over 700 attendees before, during, and after the event.

LASTING IMPACT: Your sponsorship can do so much, like placing a loving dog or a gentle horse by the side of a child who needs a friend and companionship, and provide resources for learning and emotional growth that many of us take for granted - but can change a child's life forever.

UNFORGETTABLE ENTERTAINMENT: Delight in a day of horse racing, high fashion, and captivating live entertainment. It's the ideal environment for an unforgettable experience with clients, friends, or colleagues.

NETWORK IN STYLE: Mingle with like-minded business leaders and community influencers in an atmosphere of excitement and elegance. Expand your network, forge new partnerships, or simply enjoy the camaraderie.

SHOWCASE YOUR BRAND: Enjoy prominent branding opportunities before, during, and after the event. Demonstrate your company's commitment to community and philanthropy.

CORPORATE HOSPITALITY: Use the event as a unique opportunity to entertain clients, reward your top performers, or enjoy a team-building day out in an exhilarating setting.

TAX BENEFITS: Leverage the potential tax advantages of charitable giving while supporting a worthy cause.

VIP SPONSORSHIPS

All VIP Sponsors and their guests will experience the best of the event, including:

- VIP Suite and Balcony in the Papa Bear Horse Center
- Gourmet cuisine prepared by PepperTree Steaks & Wine
- Signature specialty cocktails crafted by B&B Beverage Management
- Professional photography session with Storybook Farm horses
- Commemorative gifts
- All-day live coverage from Churchill Downs

SOLD

PRESENTING

This is the granddaddy of them all! Put your brand front and center as the event becomes Kentucky Derby Day presented by YOU. Your brand name will shine on all event collateral, from invitations and social media promotions to the red carpet and after-party, ensuring you receive top billing throughout the celebration.

As an added bonus, you'll enjoy exclusive naming rights to the VIP Suite and Balcony and prominent exposure on our website, averaging hundreds of views leading up to the event. Plus, your logo will be linked directly to your specified URL, maximizing your brand's visibility and engagement!

INCLUDES: 40 tickets, full-page ad in the Event Guide

\$28,000

SOLD

TRIPLE CROWN

This elite-level sponsorship offers your brand unparalleled visibility both before and during the event! You'll be in the spotlight with exclusive naming rights to the prestigious Winner's Circle Venue. But that's not all—you'll also be the sole sponsor of Hats & Horses, our highly anticipated Pre-Derby hype event held in March, where the glamor of fashion collides with the electrifying excitement of the Derby.

INCLUDES: 30 tickets, full-page ad in the Event Guide

\$24,000

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SECRETARIAT

This premium sponsorship offers exceptional visibility and consistent recognition across event marketing materials, social media platforms, and the Storybook Farm website. Act quickly to secure naming recognition for one of the cherished event traditions: Silent Auction, Live Auction, Photo Finish After Party, or Walk the Fairytale—available while opportunities last!

INCLUDES: 20 tickets, full-page ad in the Event Guide

\$12,000

PADDINGTON STATION MARQUEE ARENA

Embrace the spotlight as the exclusive sponsor of the Marquee Arena! This 59'x148' Tidewater Tent provides a prestigious platform. Your logo will be prominently displayed throughout the arena, ensuring it captures the attention of every guest.

INCLUDES: 10 tickets, full-page ad in the Event Guide

\$10,000

PRANCING PONY PAVILION

Seize the limelight! This is your opportunity to shine as the host of the 48'x60' vibrant gathering. Outstanding visibility and recognition among our enthusiastic crowd makes it the perfect platform to showcase your brand. But that's not all! Share the thrill of Derby Day by giving away your fantastic swag and make a lasting impression on our guests.

INCLUDES: 10 tickets, half-page ad in the Event Guide

\$8,000

TWIN SPIRES

This dynamic level offers exceptional brand exposure and recognition across a variety of event materials. Banners, social media platforms, as well as the Storybook Farm website, ensures your name reaches a wide and engaged audience. Additionally, you'll be a sponsor of the **Starting Gate Passport Game**, a favorite interactive experience, connecting your brand with hundreds of guests.

INCLUDES: 10 tickets, half-page ad in the Event Guide

\$7,500

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EVENT SPONSORSHIPS

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THE LONG SHOT

This sponsorship level ensures valuable exposure and recognition across numerous event materials, banners, and social media posts helping your brand gain visibility. Additionally, your company will be featured as a sponsor of the **Pick the 151 Kentucky Derby Winner**. This game is an exciting way for guests to engage with your brand and create lasting impressions.

INCLUDES: 10 tickets

\$5,000

THOROUGHbred

This level highlights your brand through community engagement, including recognition in select event materials and social media posts.

INCLUDES: 10 tickets

\$3,500

THE GARDENS

As the Gardens sponsor, your brand will be prominently featured in a lively area adjacent to the Prancing Pony Pavilion, ensuring significant visibility. This prime location not only enhances your exposure but is also home of Tito's Signature Cocktail.

INCLUDES: 6 tickets

\$3,000

SMOOCH A POOCH

As the "Smooch a Pooch" sponsor, your brand will be front and center at this cherished photo opportunity with Storybook's lovable canine crew. It combines fun and visibility, allowing you to connect your brand with the heartwarming festivities of the day.

INCLUDES: 6 tickets

\$3,000

CORDUROY'S CROQUET

As the Corduroy's Croquet sponsor, your company will be at the heart of this elegant, timeless sport, surrounded by mallets and wickets. This unique sponsorship creates an atmosphere of friendly competition and camaraderie among guests, allowing your brand to be associated with both sophistication and fun.

INCLUDES: 6 tickets

\$3,000

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SOLD

SOLD



FACT SHEET

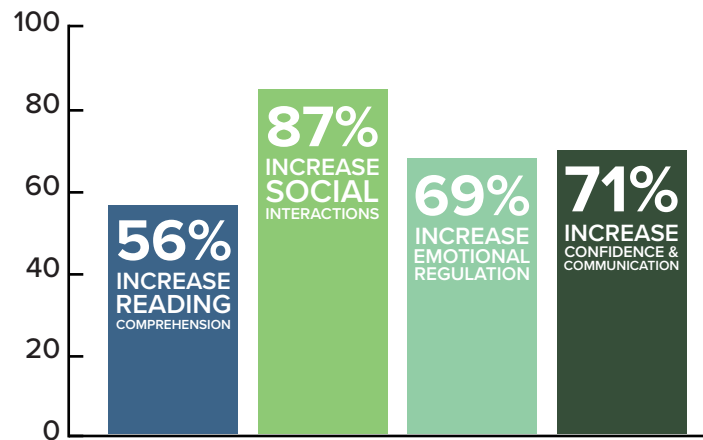
SCARCITY

The only organization of its kind within **500 miles**, serving children from 8 counties across Alabama and Georgia.

SATISFACTION

100% of parents say their children are happier at home since attending Storybook. Parents recognize Storybook as an unmatched, sought-after resource.

IMPACT AFTER JUST 12 WEEKS



- Improved reading comprehension and confidence
- Stronger social skills and peer/volunteer engagement
- Better stress management and emotional regulation
- Increased confidence in communication and initiative

2024 EXPENSES

2024 expenses are down 4.78% from 2023, with **85%** of funding going directly to programming.



POVERTY

55% of our participants live in low-to-moderate income households. **61%** of families lack books at home.

DEMAND KEEPS GROWING

We're set to serve 3,500 kids—20% more than 2023 and double from 2019. This is a 24% rise in service requests and continues a 22-year waitlist.

PROGRAM FEES

All services are **100% free** to families, schools, and organizations.

VOLUNTEER DRIVEN

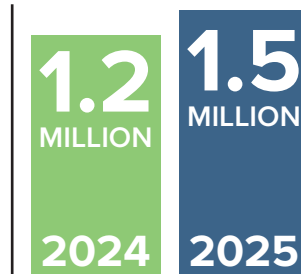
98,000+ hours in the last 5 years, valued at \$2.4 million. Over 22 years, this totals more than \$6 million.

EFFECTIVENESS

With just 3 full-time staff, Storybook serves more children than similar organizations with 20 staff and multimillion-dollar budgets. We also deliver more programs with greater impact.

RECORD GIVING

In 2023, we reached our Bright Futures campaign goal of \$900,000. We're on track to do the same in 2024 and 2025 because people see the impact and value of their gifts.



CHILDHOOD EXPERIENCES SHAPE WHO WE BECOME.



Every child deserves to experience a childhood rich with hope and possibility. **But not every child gets the chance.** That's why we launched the Bright Futures Campaign in 2023.

We're in the final year of this 3-year, \$3.6 million campaign—a bold plan to build capacity and serve more kids with deeper, richer, and more transformative programs.

When children face traumatic hardships, struggle in school and in relationships, or live in unstable homes, it can have a lasting negative impact.

But at Storybook, kids gain the emotional support and educational resources they wouldn't otherwise receive to heal and thrive.

WE'RE ALREADY 56% TO THE GOAL — YOUR SPONSORSHIP WILL HELP US CROSS THE FINISH LINE AND SUPPORT

- Science supplies and program equipment
- Books and educational materials
- Field trips to Storybook for thousands of underprivileged children
- Program expansion to handle additional children
- Specialized care for children with special needs
- Food, care, and shelter for horses and dogs



BE A CHAMPION FOR SMILES AT KENTUCKY DERBY DAY, SPONSOR TODAY!



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