



**2018**

SATURDAY  
April  
**28**  
2018



**14,936,598**  
Estimated Potential Impressions



@ Churchill Downs  
Stakes Room



### Louisville Story Program

The David Fenley, Founder of UpStartU,  
Arts Innovation Award

### Rachel Mauser

The Lift A Life Foundation Emerging  
Leader in the Arts Award

### Kentucky Shakespeare

The Bobby Petrino Family Foundation Arts  
Impact Award

### Stephen Gaghan

The Delta Dental of Kentucky National  
Award in the Arts

### Tim Daly

The Unbridled Charitable Foundation Inc.  
National Arts Advocate Award

### La'Nita Rocknettes School of Dance

The Yum! Brands Arts Education Award

### Paul Owen

The Ronda Gordon Foundation Lifetime  
Achievement in the Arts Award

## 2018 Sponsorship Opportunities

\$25,000 Signature Award Sponsorship

**Seeking strategic, multi-year partners. Sponsor will have first  
right of refusal in future years.**

- 1 Autographed, Framed 27" x 40" Movie Poster – Jennifer Lawrence (option to personalize)
- 60 second video will be produced, featuring the award winner in each category. The video will be played in the Stakes Room, shared on the Fund for the Arts and the Jennifer Lawrence Foundation websites and social media pages, and screened trackwide at Churchill Downs during the award presentations - April 28, 2018
- \$5,000 of the sponsorship will provide a cash grant to further the work of the winning artist/arts organization.

#### Logo Placement:

- Jennifer Lawrence Foundation website
- Awards in the Arts program and website
- Fund for the Arts eNewsletter (30,000+ subscribers)
- Big Board, Churchill Downs – April 28, 2018
- Stakes Room Televisions – April 28, 2018

#### Name Listing:

- Fund for the Arts annual report
- Awards in the Arts table sign, press materials, website, and email invitation

#### Social Media Promotion:

Fund for the Arts & the Jennifer Lawrence Foundation  
(350,000+ Total Social Media Impressions)

#### Recognition:

- Opportunity to blog for Fund for the Arts about the partnership
- eNewsletter Article – Fund for the Arts

#### Awards in the Arts Tickets:

- 14 Tickets\*  
\*Based on unique room configuration, seating details will be provided closer to the event.
- 10 Swag Bags

VIP guests include the region's top leaders and influencers in art, business, government, society, life and style.