

Presented by



Hosted by



Awards in the Arts:  
**Celebrating  
the Very  
Best of the  
Arts!**

142 Million  
Estimated Potential  
Impressions

**Save-the-Date!**  
**SATURDAY**  
**April 27,**  
**2019**  
**Starting Gate Suites  
at Churchill Downs**

## \$100,000 Presenting Sponsor

Opportunity for customizable sponsorship package which  
reflects the brand and relationships important to you

### Experience at *Awards in the Arts*

- One large private or activation suite\* facing racetrack with balcony access
- 22 tickets\*\* (Individual Ticket \$300, Donation per ticket \$300)
- Access for 22 to the pre-VIP Artist Award Ceremony and VIP Late-Night After-Party in the brand new rooftop garden
- Hors d'oeuvres, dinner, late night snacks, and a full bar included throughout the night
- 11 parking passes



**Product placement provided by local and national luxury brands for 22 guests**

### Recognition

- Logo and name placement on all *Awards in the Arts* printed and digital materials, including but not limited to: billboards, ads in Louisville Business First and Courier Journal, program, website, step and repeat, event signage, and email invitations

### Recognition (cont'd)

- Logo on Fund for the Arts website, *Awards in the Arts* program and all produced videos, including the seven videos recognizing award winners
- Name listed in Fund for the Arts annual report
- Recognition on Fund for the Arts social media (400,000+ total social media impressions)
- Featured in Fund for the Arts eNewsletter (21,000+ Subscribers)
- Opportunity to blog for Fund for the Arts about the partnership

\*When you choose an activation suite, you open your suite up to all *Awards in the Arts* guests (approx. 900). This is an opportunity for you to design an interactive experience around your brand. In contrast, the private suite gives an intimate gathering space for your 22 guests to enjoy the arts, the event, and the racing.

\*\* Private and plentiful open seating in designated suites.

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

For inquiries please contact Morgan Eklund | [meklund@fundforthearts.org](mailto:meklund@fundforthearts.org) | 502.882.8697

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## \$50,000 Creatives Sponsor

Opportunity for customizable sponsorship package which reflects the brand and relationships important to you

### Experience at *Awards in the Arts*

- One private or activation\* suite facing racetrack with balcony access
- 18 tickets\*\* (Individual Ticket \$300, Donation per ticket \$300)
- Access for 18 to the pre-VIP Artist Award Ceremony and VIP Late-Night After-Party in the brand new rooftop garden
- Hors d'oeuvres, dinner, late night snacks, and a full bar included throughout the night
- 9 parking passes



**Product placement provided by local and national luxury brands for 9 guests**

### Recognition

- Logo on *Awards in the Arts* website and program
- Logo on signage inside event space and brand recognition throughout Opening Night

### Recognition (cont'd)

- Name listed in Fund for the Arts annual report
- Recognition on Fund for the Arts social media (400,000+ total social media impressions)
- Recognition in Fund for the Arts eNewsletter (21,000+ Subscribers)
- Opportunity to blog for Fund for the Arts about the partnership

\*When you choose an activation suite, you open your suite up to all *Awards in the Arts* guests (approx. 900). This is an opportunity for you to design an interactive experience around your brand. In contrast, the private suite gives an intimate gathering space for your 18 guests to enjoy the arts, the event, and the racing.

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## \$25,000 Signature Award and Activation Sponsor

Seven Award sponsorships available  
Eight Activation sponsorships available

### Experience at *Awards in the Arts*

- One private or activation\* suite facing racetrack with balcony access
- Opportunity to sponsor one of seven awards presented
- Opportunity to activate a suite with your brand and product
- 16 tickets\*\* (Individual Ticket \$300, Donation per ticket \$300)
- Access for 16 to the pre-VIP Artist Award Ceremony and VIP Late Night After Party in the brand new rooftop garden
- Hors d'oeuvres, dinner, late night snacks, and a full bar included throughout the night
- 8 parking passes



**Product placement provided by local and national luxury brands for 8 guests**

### Recognition

- 60 second video featuring the sponsored award and winner. The video will be played at the event, shared on the Fund for the Arts website and social media pages and screened during the award presentation, April 27, 2019\*\*\*

### Recognition (cont'd)

- Logo on *Awards in the Arts* website and program
- Logo on signage inside event space and brand recognition throughout Opening Night
- Name listed in Fund for the Arts annual report
- Recognition on Fund for the Arts social media (400,000+ total social media impressions)
- Recognition in Fund for the Arts eNewsletter (21,000+ Subscribers)

\*Award Sponsors are offered a private suite which gives your guests an intimate gathering space to enjoy the arts, the event, and the racing. Award Sponsors may choose an activation suite.

Activation Sponsors will have the opportunity to design an interactive experience around their brand. The suite is open to all *Awards in the Arts* guests (approx. 900).

\*\* Private and plentiful open seating in designated suites

\*\*\*\$5,000 of the sponsorship will provide a cash grant to further work of the winning artists/arts organization. This recognition benefit is only for Award Sponsors.

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## \$15,000 Innovators Sponsor

### Experience at *Awards in the Arts*

2 reserved indoor round tables  
(8 seats per table)  
16 tickets

(Individual Ticket \$300, Donation per ticket \$300)  
Access for 16 to the VIP Late-Night After-Party  
in the brand new rooftop garden  
Hors d'oeuvres, dinner, late night snacks, and  
a full bar included throughout the night  
8 parking passes



**Product placement provided by local  
and national luxury brands for 8 guests**

### Recognition

Logo on *Awards in the Arts* website, program, and  
in-room signage  
Logo on *Awards in the Arts* table sign  
Name listed in Fund for the  
Arts annual report  
Recognition on Fund for the Arts social media  
(400,000+ total social media impressions)

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## \$10,000 Cultivators Sponsor

### Experience at *Awards in the Arts*

1 reserved indoor round table  
(8 seats per table)

8 tickets

(Individual Ticket \$300, Donation per ticket \$300)

Access for 8 to the VIP Late-Night After-Party  
in the brand new rooftop garden

Hors d'oeuvres, dinner, late night snacks, and  
a full bar included throughout the night

4 parking passes



**Product placement provided by local  
and national luxury brands for 4 guests**

### Recognition

Logo on *Awards in the Arts*  
website and program

Logo on *Awards in the Arts* table sign

Name in Fund for the Arts annual report

Recognition on Fund for the Arts  
social media (400,000+ total social  
media impressions)

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## **\$7,000 Anniversary Sponsor**

To mark the celebration of the Fund for the Arts' 70th Anniversary our former Table Sponsors are now our Anniversary Sponsors

### **Experience at *Awards in the Arts***

1 reserved indoor round table  
(8 seats per table)

8 tickets

(Individual Ticket \$300, Donation per ticket \$300)

Access for 8 to the VIP Late-Night After-Party  
in the brand new rooftop garden

Hors d'oeuvres, dinner, late night snacks, and  
a full bar included throughout the night

4 parking passes



**Product placement provided by local  
and national luxury brands for 4 guests**

### **Recognition**

Name on *Awards in the Arts* website

Name on *Awards in the Arts*  
table sign and in program

Name in Fund for the Arts  
annual report

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## **\$5,000 Supporting Sponsor**

### **Experience at *Awards in the Arts***

6 tickets with reserved seating  
(Individual Ticket \$300, Donation per ticket \$300)

Access for 6 to the VIP Late-Night After-Party  
in the brand new rooftop garden

Hors d'oeuvres, dinner, late night snacks, and  
a full bar included throughout the night

3 parking passes



**Product placement provided by local  
and national luxury brands for 3 guests**

### **Recognition**

Name on *Awards in the Arts*  
website and in program

Name in Fund for the Arts  
annual report

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## Individual Sponsor Options



### VIP

Experience of  
*Awards in the Arts*

**\$875\***

Reserved indoor seating  
Hors d'oeuvres, dinner, late night snacks,  
and a full bar included throughout the night  
Access to the VIP Late-Night After-Party  
in the brand new rooftop garden  
Product placement provided by local  
and national luxury brands  
Parking pass

\*Ticket \$300, Donation per ticket \$575



### INDIVIDUAL

Experience of  
*Awards in the Arts*

**\$600\***

Reserved indoor seating  
Hors d'oeuvres, dinner, late night  
snacks, and a full bar included  
throughout the night

\*Ticket \$300, Donation per ticket \$300  
Late Night After Party not included



### LATE NIGHT

Experience of  
*Awards in the Arts*

**\$250\***

Access to the VIP Late-Night After-Party  
in the brand new rooftop garden  
Access begins at 8:00 PM  
Drinks and late night snacks

\*Does not include a reserved seat