

SPONSORSHIP PACKAGE

Kentucky Derby Gala

COCKTAILS AND CASINO TABLES TO BENEFIT
THE TY LOUIS CAMPBELL FOUNDATION



About the Kentucky Derby Gala



**HYATT REGENCY – GREENWICH, CT
SATURDAY, MARCH 10, 7:00 – MIDNIGHT
DINNER, DANCING, CASINO, OPEN BAR, AUCTION**

On Saturday, March 10, the Ty Louis Campbell Foundation will host our fifth annual dinner party, casino night and auction. This year's "Kentucky Derby" theme brings together a community of over 250 friends, associates and partners from NYC, Nassau, Westchester, Fairfield, Dutchess and Putnam counties to raise funds for pediatric cancer research.

The Ty Louis Campbell Foundation was founded in September of 2012, and has already pledged \$850,000 for childhood cancer research. We invite our friends to review the following sponsorship opportunities in support of our mission to cure childhood cancer. Our audience is a dedicated, family-oriented group that is very active in the community.

SOCIAL MEDIA

Sponsorship benefits include social media promotions on our websites and social media channels, including:

- 6,500,000 million hits in 5 years - Superty.org
- 21,000 likes on TLC Foundation's Facebook page
- 1,800 followers for @SuperTyCampbell on Twitter
- 1,700 followers for @TLCFoundation on Instagram





Sponsorship Opportunities

THE KENTUCKY DERBY “RUN FOR THE ROSES” TITLE SPONSORSHIP – \$10,000

- 2 Tables with preferred dinner seating for 20 guests
- 2 Overnight room accommodations at the Hyatt Regency
- Dedicated logo and link prominently displayed on SuperTy.org blog and tlcfoundation.org for 6 months
- Most prominent logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website
- Company mentioned in all event media releases as title sponsors
- Podium recognition
- Naming rights of your choice for a specialty cocktail
- 12 promos on social media channels pre- and post-event
- Prominent, individual visibility on-site at event
- Full page ad included in event program

THE TRIPLE CROWN – \$5,000

- Preferred dinner seating for 12 guests with reserved signage
- Overnight room accommodations (1 room included) at the Hyatt Regency
- Dedicated logo and link prominently displayed on SuperTy.org blog and tlcfoundation.org for 6 months
- Most prominent logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website.
- Company mentioned in all event media releases as title sponsors
- Podium recognition
- 12 social media promos pre- and post-event
- Prominent, individual visibility on-site at event

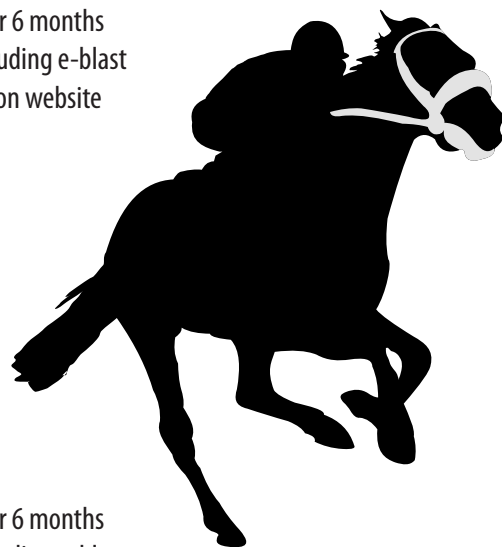
THE PREAKNESS – \$2,500

- Preferred dinner seating for 8 guests
- Overnight room accommodations (1 room included) at the Hyatt Regency
- Dedicated logo that links back to website prominently displayed on SuperTy.org blog and tlcfoundation.org for one month
- Logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website.
- Podium recognition
- 8 promos on social media channels pre- and post-event
- Prominent, individual visibility on-site at event
- Full page ad included in event program

- Naming rights for a cocktail of your choice
- Full page ad included in event program

BELMONT STAKES – \$1,000

- Preferred dinner seating for 4 guests with reserved signage
- Logo that links back to website displayed on tlcfoundation.org for 2 weeks.
- Logo and name recognition on all marketing materials related to event, including e-blast distribution to more than 6,000 supporters, advertisements, invitations and event registration website.
- 4 promos on social media channels pre- and post-event
- Prominent visibility on-site at event
- Full page ad included in event program





Additional Visibility Opportunities

WINNER'S CIRCLE \$500

- Admission for 2 guests
- Half page ad in event program

AUCTION ITEM DONOR

- Company name included in donation description listed in event program
- Prominent logo visibility on-site at event in two locations
- (1) on large "thank you" board at registration in the foyer/grand entrance, and
- (2) on table top board (8.5x11) next to the item donated – option to include business cards for distribution

ADVERTISE IN OUR PROGRAM (FULL COLOR, BOUND)

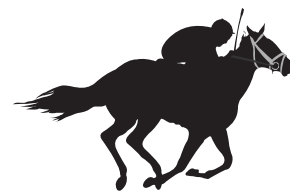
- \$300 Full page ad
- \$200 ½ page ad
- \$100 ¼ page ad

About the Hyatt Regency, Old Greenwich

The Hyatt Regency in Greenwich is a AAA Four Diamond Hotel. Recently voted "Top 10 Hotels in Connecticut," the Hyatt is an elegant suburban hotel featuring an English manor-style, fine dining and a soaring atrium retreat filled with plants and trees, scenic paths, bridges and streams.



The Ty Louis Campbell (TLC) Foundation has reserved a block of rooms at the Hyatt Regency for Saturday, March 10. Rooms are available for a discounted rate of \$119 per night. Email us at info@superty.org for more information on how to book.





About TLC



OUR MISSION:

The Ty Louis Campbell Foundation is a nonprofit organization (EIN: 45-1858390) that funds innovative research and clinical trials specifically geared toward the treatment of the most aggressive childhood cancers. Our mission is to help fund the intelligence and technology that will improve long-term survival rates and minimize side-effects for children diagnosed with the deadliest cancers, while helping to care for families when their child is in treatment by providing financial assistance and uplifting experiences.

OUR REASON:

Pediatric cancer is the number one cause of death by disease among children. It doesn't discriminate. It happens at random sparing no ethnic group, socio-economic class or geographic region. There is no known cause or prevention for most childhood cancers. Pediatric cancer patients are robbed of their childhood while fighting this disease, and the majority of those who survive treatment (65%) suffer from serious long-term and chronic side effects. Outcomes for children need to improve, and we aim to make this a priority among researchers and pharmaceuticals.

OUR INSPIRATION:

We call him SuperTy because he was our little hero. Ty Louis Campbell graced this earth for five beautiful years, and before he left he made it a better place to live. He made an astounding impact on all who heard his story. He inspired a community to make the most of their lives and to rally against childhood cancer by raising awareness. For Ty, we will uncover better treatment options for children. Effective treatments that work without robbing children of their childhood.

OUR RESEARCH IMPACT:

With your help, TLC funds projects that hold the promise of transforming the standard of care for the most aggressive cancers that are unique to children, with a strong (but not limited) focus on brain and spinal cord malignancies. Everyone at TLC feels a tremendous responsibility toward making sure our efforts positively impact children who are in treatment today. In addition to a dedicated team of researchers and medical advisors who advise us on investments, we have partnered with powerful institutions who are making tremendous strides toward better treatment options for childhood cancer.

5 YEARS

**850 THOUSAND DOLLARS
PLEGGED FOR RESEARCH**

60 MEDICAL INSTITUTIONS

**4 MATCHING CHARITY
PARTNERS**

6,200 UNIQUE DONORS



Sponsorship Agreement

CLICK HERE TO COMPLETE ONLINE

Company or Individual Name _____

Preferred Contact Name _____

Email/Phone _____

SPONSORSHIP LEVELS

- \$10,000 Run for the Roses Title Sponsorship
- \$5,000 Triple Crown
- \$2,500 The Preakness
- \$1,000 Belmont Stakes
- \$500 Winner's Circle
- \$300 Full Page Ad
- \$200 Half Page Ad
- \$100 Quarter Page Ad
- Auction Item

INDIVIDUAL TICKETS

- \$150 per person
- \$125 discounted price before February 1

AUCTION ITEM DESCRIPTION

_____ Estimated Value \$ _____

Send company logo to jbianco@superty.org by March 1.

EMAIL FORM WITH PAYMENT/ITEM TO:

The TLC Foundation, 1787 Route 6, Carmel, NY 10512

Contact us at info@superty.org or call 845.204.5447

IF YOU PREFER YOU CAN FILL THIS OUT ONLINE **HERE**.

ATTENDEES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

*Number of attendees should reflect sponsorship level and/or number of tickets purchased.



TLC
TY LOUIS CAMPBELL
FOUNDATION