



Children'sSM
Healthcare of Atlanta
Foundation

Dear Potential Sponsor,

We are excited to announce plans for our annual **Down & Derby** benefiting Children's Healthcare of Atlanta. This year, our guests will enjoy a viewing of the Kentucky Derby, festive cocktails, southern inspired bites and live entertainment. This event will be held on Saturday, May 4th, 2024 at Chukkar Farm from 5:00-10pm. All the money raised will benefit the Children's Healthcare of Atlanta Camp Program.

Our wonderful host committee is busy planning what is sure to be a highly anticipated and buzzed-about affair, and we hope you will consider supporting Children's remarkable endeavor as an event sponsor. Down & Derby will provide ample exposure for supporters in the months leading up to, and during, the event.

Your support of this event can truly impact a child's life, our city, and the future of pediatric healthcare. Please see the enclosed information regarding sponsorship opportunities for both individuals and businesses. All sponsorship levels include tickets to the Down & Derby and increasing levels of recognition. We would be honored to work with you as we support Children's Healthcare of Atlanta. If you have any additional questions, please contact Zoe Decker, Senior Program Coordinator, at Zoe.Decker@choa.org.

Sincerely,

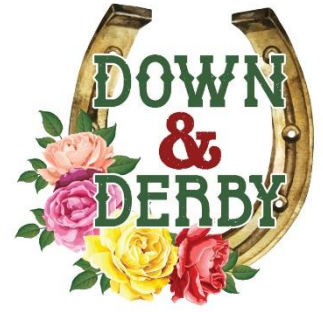
Wendy Lewis and Shelley Massey
Event Chairs



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Down & Derby Sponsorship Levels

May 4, 2024 at Chukkar Farms
Benefiting Children's Healthcare of Atlanta



Presenting Sponsor | \$25,000

- Right to promote as presenting sponsor
- Premier logo/name placement on event invitation, signage, program, social media and the Children's Healthcare of Atlanta event web site
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Speaking opportunity at the event
- Opportunity to have a customized on-site experience/activation at the event
- Opportunity to include an item in event gift bags
- Option to host pre-event Patron Party (details TBD)
- 20 Winners Circle Patron tickets (includes VIP early access to the event + exclusive gifts & experiences)
- 20 Winners Circle pre-event party tickets (TBC)

Garland of Roses Sponsor | \$10,000

- Logo placement on event invitation, signage, program, social media and the Children's Healthcare of Atlanta event web site
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Opportunity to include an item in event gift bags
- 12 Winners Circle Patron tickets (includes VIP early access to the event + exclusive gifts & experiences)
- 12 Winners Circle pre-event party tickets (TBC)

Mint Julep Sponsor | \$5,000

- Logo placement on event invitation, signage, program and social media
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Opportunity to include an item in event gift bags
- 8 Winners Circle Patron tickets (includes VIP early access to the event + exclusive gifts & experiences)
- 8 Winners Circle pre-event party tickets (TBC)

Finish Line Sponsor | \$2,500

- Logo placement on event invitation, signage, program and social media
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Opportunity to include an item in event gift bags
- 4 Winners Circle Patron tickets (includes VIP early access to the event + exclusive gifts & experiences)
- 4 Winners Circle pre-event party tickets (TBC)

Winners Circle Patron Sponsor | \$1,250 | *Reserved for Individual Donors, No Businesses Please*

- Name on event invitation and in event program
- 2 Winners Circle Patron tickets (includes VIP early access to the event + exclusive gifts & experiences)
- 2 Winners Circle pre-event party tickets (TBC)



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Down & Derby Sponsorship Commitments

May 4, 2024 at Chukkar Farm
Benefiting Children's Healthcare of Atlanta



_____	Presenting Sponsor	\$25,000
_____	Garland of Roses Sponsor	\$10,000
_____	Mint Julep Sponsor	\$5,000
_____	Finish Line Sponsor	\$2,500
_____	Winners Circle Patron	\$1,250

Deadline: March 1, 2024

Individual/Firm/Company/Organization (to be published in printed material)

Contact Name

Mailing Address

City, State, Zip

Phone Number

Email Address

Payment Method:

- Check enclosed for \$_____ made payable to Children's Healthcare of Atlanta
- Invoice me for \$_____
- Paid online at www.choa.org/downandderby

If you would like to pay over the phone using a credit card, contact below.

Children's Healthcare of Atlanta
Attn: Zoe Decker
1575 Northeast Expressway
Atlanta, GA 30329

For questions, please email Zoe Decker, Senior Program Coordinator, at Zoe.Decker@Choa.org