



Dear Potential Sponsor,

We are excited to invite you to be part of the fourth annual Down & Derby, benefiting Children's Healthcare of Atlanta, taking place on Saturday, May 2, 2026, from 5:30–10:00 PM. In its first three years, this volunteer-led event has raised over \$675,000 to support Children's Healthcare of Atlanta and its mission to make kids better today and healthier tomorrow. As one of the nation's largest pediatric healthcare systems, Children's cares for more than one million patient visits annually across three hospitals, the Marcus Autism Center, the Center for Advanced Pediatrics, urgent care centers, and neighborhood locations. Your support directly impacts children, families, and the future of pediatric healthcare in our community.

This year's Down & Derby promises to be our most exciting yet, featuring a live viewing of the Kentucky Derby, festive cocktails, Southern-inspired bites, and live entertainment. We are especially thrilled to introduce our new venue—Crabapple Market Green in the heart of Milton. Our new location brings a fresh vision to life, creating a curated community atmosphere that welcomes local businesses and partners where we will be sourcing the night delights while celebrating the charm and energy that defines Milton Friends of Children's Down & Derby.

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, during, and after the event.

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 Anna Shumard, Senior Program Coordinator, at [Anna.Shumard@choa.org](mailto:Anna.Shumard@choa.org).

Sincerely,

Jennifer Linn,  
2026 Event Co-Chair

Meghan Smith,  
2026 Event Co-Chair



Benefiting  
**Children's**  
Healthcare of Atlanta



## SPONSORSHIP LEVELS

### **PREMIER SPONSOR | SOLD OUT**

- Right to promote as premier level sponsor
- Premier logo/name inclusion in all Children's marketing of the event
- Ability to have onsite company presence
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Speaking opportunity at the event
- Opportunity to include an item in event gift bags
- Opportunity to use event and beneficiary in promotional materials
- Exclusive access to VIP Bar with specialty beverages, gifts, and experiences
- 10 VIP tickets at a reserved table (additional table available on request)
- Contribution of live auction (\$3,000-\$5,000 value)
- Media picture opportunity for post event marketing recognition
- VIP Check-In

### **CHURCHILL DOWNS SPONSOR | \$15,000**

- Logo inclusion in Children's marketing of the event
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Opportunity to include an item in event gift bags
- Exclusive access to VIP Bar with specialty beverages, gifts, and experiences
- 10 VIP tickets at a reserved table
- VIP Check-In

### **GARLAND OF ROSES SPONSOR | \$10,000**

- Logo inclusion in Children's marketing of the event
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Opportunity to include an item in event gift bags
- Exclusive access to VIP Bar with specialty beverages, gifts, and experiences
- 8 VIP tickets
- VIP Check-In

### **MINT JULEP SPONSOR | \$5,000**

- Logo inclusion in Children's marketing of the event
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Opportunity to include an item in event gift bags
- Exclusive access to VIP Bar with specialty beverages, gifts, and experiences
- 6 VIP tickets
- VIP Check-In

### **FINISH LINE SPONSOR | \$2,500**

- Logo inclusion in Children's marketing of the event
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Exclusive access to VIP Bar with specialty beverages, gifts, and experiences
- 4 VIP tickets
- VIP Check-In

### **WINNERS CIRCLE PATRON SPONSOR | \$1,250 | RESERVED FOR INDIVIDUAL DONORS, NO BUSINESSES PLEASE**

- Name inclusion in Children's marketing of the event
- Exclusive access to VIP Bar with specialty beverages, gifts, and experiences
- Opportunity to get photo with Hope & Will mascots by event photographer
- 2 VIP tickets
- VIP Check-In

The tax deductible portion of your Down & Derby contribution is equal to the excess of the dollar amount over the good faith estimate of the fair market value of the goods or services provided. Our good faith estimate is \$100 per ticket.

For questions regarding 2026 Down & Derby Sponsorships, please reach out to Anna Shumard at [Anna.Shumard@choa.org](mailto:Anna.Shumard@choa.org).



## SPONSORSHIP COMMITMENTS

_____	PREMIER SPONSOR	SOLD OUT
_____	CHURCHILL DOWNS SPONSOR	\$15,000
_____	GARLAND OF ROSES SPONSOR	\$10,000
_____	MINT JULEP SPONSOR	\$5,000
_____	FINISH LINE SPONSOR	\$2,500
_____	WINNERS CIRCLE PATRON	\$1,250

*Deadline: March 1, 2026*

\_\_\_\_\_  
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](http://www.choa.org/downandderby)

*If you would like to pay over the phone using a credit card, please contact Anna Shumard at [Anna.Shumard@choa.org](mailto:Anna.Shumard@choa.org).*

Children's Healthcare of Atlanta  
Attn: Anna Shumard  
1575 Northeast Expressway  
Atlanta, GA 30329