

Dear Potential Sponsor,

We are excited to announce plans for our third annual Down & Derby benefiting Children's Healthcare of Atlanta. In the first two years of hosting this volunteer-led event, nearly half a million dollars has been raised to support 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 3rd, 2025 at Chukkar Farm from 5:30-10:00pm. All the money raised will benefit Children's Healthcare of Atlanta where our mission is to make kids better today and healthier tomorrow.

Children's is one of the largest pediatric clinical care providers in the country, managing more than one million patient visits annually at three hospitals, Marcus Autism Center, the Center for Advanced Pediatrics, urgent care centers and neighborhood locations. Your support of this event can truly impact a child's life, our city, and the future of pediatric healthcare.

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 Zoe Decker, Senior Program Coordinator, at Zoe.Decker@choa.org.

Sincerely,

A handwritten signature in black ink that reads "Ashley Edmonds".

Ashley Edmonds,
2025 Event Co-Chair

A handwritten signature in black ink that reads "Kim Ritter".

Kim Ritter,
2025 Event Co-Chair

A handwritten signature in black ink that reads "Shyann Malone".

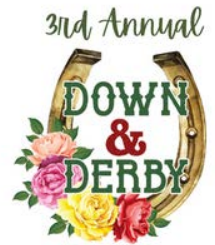
Shyann Malone,
2025 Sponsorship Co-Chair

A handwritten signature in black ink that reads "Aliesha Porto".

Aliesha Porto,
2025 Sponsorship Co-Chair



Down & Derby
Sponsorship Levels
May 3, 2025 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, event bidding software 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 include an item in event gift bags
- Option to host pre-event Patron Party (details TBD)
- Exclusive access to Sponsor Bar with specialty beverages and more
- 20 Winners Circle Patron tickets (includes exclusive VIP gifts & experiences)
- 20 Winners Circle pre-event party tickets (TBC)

Churchill Downs Sponsor | \$15,000

- Logo placement on event invitation, signage, program, social media, event bidding software 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
- Option to include an item in pre-event Patron Party gift bags (details TBD)
- Exclusive access to Sponsor Bar with specialty beverages and more
- 12 Winners Circle Patron tickets (includes exclusive VIP gifts & experiences)
- 12 Winners Circle pre-event party tickets (TBC)

Garland of Roses Sponsor | \$10,000

- Logo placement on event invitation, signage, program, social media, event bidding software 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
- 8 Winners Circle Patron tickets (includes exclusive VIP gifts & experiences)
- 8 Winners Circle pre-event party tickets (TBC)

Mint Julep Sponsor | \$5,000

- Logo placement on event invitation, signage, program, event bidding software 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 exclusive VIP gifts & experience)
- 4 Winners Circle pre-event party tickets (TBC)

Finish Line Sponsor | \$2,500

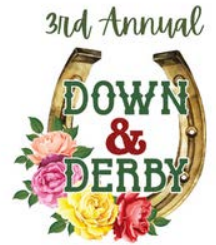
- Logo placement on event invitation, signage, program, event bidding software and social media
- Dedicated social media posts with tags and links to your pages pre- and post-event
- Opportunity to include an item in event gift bags
- 2 Winners Circle Patron tickets (includes exclusive VIP gifts & experiences)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



Down & Derby
Sponsorship Commitments
 May 3, 2025 at Chukkar Farms
 Benefiting Children's Healthcare of Atlanta



_____	Presenting Sponsor	\$25,000
_____	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, 2025

 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