

Sean *Ranch* Lough

Memorial Scholarship at Colorado State University

EXECUTIVE SUMMARY

MISSION:

To provide a qualified Denver metro area, first-generation, minority student the opportunity to attend college who may otherwise delay or not attend college due to financial circumstances.

BENEFIT TO SPONSOR:

1. Increase sponsor exposure in the Denver metro area
2. Increase sponsor exposure within Denver metro area minority communities
3. Funds will directly assist in increasing minority student enrollment
4. Funds will directly assist in increasing enrollment of first-generation college students

SHORT-TERM FUND GOALS:

1. Maintain the long-term viability of the Kentucky Derby Event
2. Increase sponsorship contributions for events and scholarship fund
3. Obtain matching grant money from CSU for scholarships
4. Promote the mission of the fund and sponsor support of this cause in the community
5. Analyze ways to expand fundraising efforts

IMPLEMENTATIONS TO ACHIEVE FUND GOALS:

- 1.** Maintain the long-term viability of the Kentucky Derby Event
 - a.** Keep evolving and improving the experience for the attendees
 - b.** Maintain a high quality of entertainment, food, and beverage
 - c.** Elevate the quantity of live music by obtaining higher profile musical acts. Stay at the cutting edge of audio visual presentation for the race and music production
 - d.** Ensure safe environment for attendees by increasing security and using licensed bartenders that know not to over serve attendees. Provide transportation via shuttle to Washington Park area and work with taxi companies to provide sufficient taxi service
 - e.** Limit impact that the event has on the site and surrounding neighborhood, and provide ample cleaning staff including carpet cleaning service

- 2.** Increase sponsorship contributions for events and scholarship fund
 - a.** Hire a 3rd party to market to potential sponsors
 - b.** Work with CSU to identify any pre-existing University sponsor relationships that would be a good fit for the Derby event
 - c.** Continue to evolve marketing material and collect demographic information and web traffic count to incorporate into material

- 3.** Obtain matching grant money from CSU for scholarships
 - a.** Demonstrate the benefit of increased Denver exposure, alumni relationships, relationships in the minority community, and increased enrollment of minority students to CSU

- 4.** Promote Sponsors and the Fund in the community
 - a.** Balance the benefit to sponsors and the risk of over-exposing the event which can diminish the quality of the event
 - b.** Promote the scholarship fund and the good it does for the community rather than promoting the event

- 5.** Analyze ways to expand fundraising efforts
 - a.** Analyze new fundraising events that would be original and of the highest quality

EVENT INFORMATION

The Derby Party is held the first Saturday of May each year at the Denver Botanical Gardens in Colorado. The first event was held back in 2002 at the Washington Park Boathouse with 130 people in attendance. Since that time, we have doubled in attendance each year, and now intend to host 2500 people (see attachment for demographics) at one of Denver's most beautiful and unique outdoor settings. This year's event will be held from one to six o'clock in the afternoon on Saturday May 3rd. All net proceeds from this event are donated directly to the Sean "Ranch" Lough Memorial Scholarship Fund that provides academic scholarships to underprivileged youth.

Guests of the Derby Party this year will be able to enjoy watching the "Running of the Roses" on state of the art high definition plasma TV's; live Dixie and Blue Grass throughout the event on the ultimate sound system; southern style culture and cuisine; a wide assortment of beverages; best hat contests; door prizes; and much, much more. The Sean Lough Memorial Scholarship Foundation is pleased to bring the "South" to Colorado for one spring afternoon each year to provide our guests with the ultimate event experience.

This year, the Sean Lough Foundation is offering limited sponsorship opportunities for organizations looking to take part in this truly amazing event on Saturday, May 3rd. We have some very exciting opportunities available at various levels of sponsorship. Please read below to learn more about the sponsorship opportunities available, and the costs associated with each of these levels.

To learn more about the Sean "Ranch" Lough Memorial Scholarship Foundation, please visit us at our website at www.seanloughfoundation.com.