

# SeanRanchLough

Memorial Scholarship at Colorado State University

## THE 9<sup>TH</sup> ANNUAL DERBY PARTY PROPOSAL REQUEST

~ Denver Botanic Gardens ~

Benefiting the Sean "Ranch" Lough Memorial Scholarship Fund at Colorado State University

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### Event Information

The Derby Party is held the first Saturday of May each year at the Denver Botanical Gardens in Colorado. The first Derby event at the Washington Park Boathouse was held back in 2002 with 130 people in attendance. Since that time, we began exponentially increasing attendance, and are now hosting over 2500 people at one of Denver's most beautiful and unique outdoor settings, the Denver Botanic Gardens. This year's event will be held from one to six o'clock in the afternoon on Saturday May 1st. All net proceeds from this event are donated directly to the Sean "Ranch" Lough Memorial Scholarship Fund that provides academic scholarships to underprivileged youth. Due to the success of the Derby event, we are pleased to announce that in the fall of 2008, the Sean Lough Scholarship was able to provide its first full four year all expense paid scholarship to a first generation Hispanic student from the Denver area who is now attending college at Colorado State University. In 2009, we awarded our 2<sup>nd</sup> full year scholarship to another minority student from the Denver area.

Guests of the this year's Derby Party will be able to enjoy the "Running of the Roses" on state of the art high definition plasma TV's; live Dixie and Blue Grass throughout the event on our ultimate sound system; southern style culture and cuisine; a wide assortment of beverages; a best hat contest; 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. 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](http://www.seanloughfoundation.com).

## Request for Proposals – Spirits & Wine

The Sean “Ranch” Lough Memorial Scholarship Committee is actively seeking both spirit and wine sponsors for the 2010 Kentucky Derby Event at the Denver Botanic Gardens. Decisions to move forward with a vendor will be based on the following criteria:

- Meeting product case donation requirements
- Meeting minimum cash/check donation requirements (100% fully recognized donation). The greater the level of cash donation beyond the minimum will be factored into decision.
- Quality of product

### Guidelines for Submittal:

- Please confirm your company’s interest in submitting a proposal no later than 11/25/09 by emailing [scott@seanloughfoundation.com](mailto:scott@seanloughfoundation.com) or calling Scott Anderson at 303-704-1486
- All proposals are due by 12/20/10
- Proposals should include a statement that you can meet the requirements specified below (product/cash donation)
- Once the committee determines a vendor it will move forward with, all POS and marketing by the vendor will be subject to the approval of the Scholarship Committee. The vendor selected will need to provide a POS and marketing plan to the committee within 30 days of being selected as the vendor, and should be in line with the level of sponsorship they receive from the committee.
- Winners of sponsorship will be notified by 12/31/09

The spirit requirements for the 2010 Derby Party are as follows:

## Bourbon

Last year we provided every guest with one mint julep upon entering Derby Party event and unlimited bourbon drinks inside the VIP area, where we host over 500 people. The Bourbon sponsor selected will receive a Premiere Level sponsorship. In order to meet the Bourbon needs of the guests, we necessitate the following:

- **44+ Cases of Bourbon**  
Combination of pre-made julep-bourbon bottles and straight bourbon is preferred
- **Julep Mix – Brand subject to the approval of committee**  
(If unable to provide, \$1000 donation requested so committee can purchase)
- **Minimum \$3000 donation or greater**

## Vodka

The Vodka sponsor chosen will receive a Platinum Level sponsorship. We In order to meet the Vodka needs of the VIP guests, we require the following:

- **20+ Cases of Vodka**
- **Assorted Mixers (Juice, soda, tonic, etc.)**
- **Minimum \$2000 donation or greater**

## Rum

The Rum sponsor chosen will receive a Platinum Level sponsorship. In order to meet the Vodka needs of the VIP guests, we would like the following:

- **15+ Cases of Rum**
- **Assorted Mixers (Soda, Tonic, etc.)**
- **Minimum \$2500 donation or greater**

## Wine

The 2010 Derby Event will require a balanced mix of both red and white wine. Ideally we would like a 100% product donation. However, if that cannot be offered, then we will look for the best value in terms of price and quality. Sponsorship level provided will be dependent on level of donation. The requirements for the 2010 Derby Event are as follows:

- **Red Wine: 25 cases**
- **White Wine: 50 cases**

## Sponsorship Opportunities

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<b>Friends of Foundation</b> <b>\$800</b>	Special thanks listing the name/company name (written, no logo) on the Derby invitation as a “friend of the foundation”; two GA tickets to the event provided.
<b>Bronze Level</b> <b>\$1250</b>	This sponsorship level is the same as the Friends of Foundation, except your company’s logo will be on the Derby web invitation under Friends of the Foundation. Two GA tickets to the event provided
<b>Sliver Level</b> <b>\$1800</b>	Company logo on Derby invite; Direct link from website to company URL; special thanks listing the name/company name on the Derby invitation as a “friend of the foundation; four GA tickets or 2 VIP Jockey Club Tickets
<b>Gold Level</b> <b>\$3500</b>	We will take your Company Logo and transform it into a video image that will be shown on Plasma TV’s at various times throughout event (3 second clips), including “prime viewing time” 5 minutes prior to race; company logo on Derby invite with connection to URL (logo will be larger than friend of foundation logo); Company logo on Full Page add thanking our top level sponsors in Colorado Homes and Lifestyles magazine following event ; four VIP/Sponsor tickets to the event
<b>Platinum Level</b> <b>\$4500</b>	We will take your approved company provided (5X5 foot) banner and hang it in a highly strategic viewing area. We will then transform your logo into a video image that will be shown on Plasma TV’s at various times throughout event (10 second clips), including “prime viewing time” 5 minutes prior to race; company logo on Derby invite with connection to URL (logo will be larger than friend of foundation logo); Company logo on Full Page add thanking our top level sponsors in Colorado Homes and Lifestyles magazine following event; Five VIP/Sponsor tickets to the event. Special thanks on PA system to sponsor.
<b>Premiere Level</b> <b>\$8200</b>	Company can install 10X10 tent with their company provided name and logo on it, and can provide product or information from that tent throughout event; company will receive special thanks over PA; company rep can address crowd over PA; company logo will receive extended playing time on plasma TV’s (30 second clips), company logo on Derby invite with connection to URL (logo will be larger than friend of foundation logo); Company logo on Full Page add thanking our top level sponsors in Colorado Homes and Lifestyles magazine following event. 10 VIP/Sponsor tickets to the event. Opportunity to have logo on media wall for additional charge.
<b>Corporate Tent</b> <b>\$17000</b>	Private tents are available to host a group of 20 in a serene setting with plasma TV’s, private bartender and gourmet food. VIP tickets for all guests, food and beverages are included.
<b>TITLE SPONSOR</b> <b>\$20000</b>	We will include the title sponsor name in the name of the event. (Example: The Denver Derby brought to you by.....) Includes everything listed in “Premiere Level” along with 25 VIP/Sponsor tickets. Full page add in Colorado Homes and Lifestyles magazine included.
<b>Food, Beverage, HD TV Sponsors</b> <b>OPEN</b>	We are currently looking for one or two beer and wine, food, and HD Television sponsors at this time. Food and beverage sponsors are requested to donate in exchange for sponsorship.
<b>Pre-Release Derby Party</b> <b>\$15000</b>	Your opportunity to host a Pre-Derby ticket release party before any tickets go on sale for the Derby event. Last year, we brought 600 people to this event. Great opportunity to market your business with a guaranteed crowd from Denver finest demographic.