SETON YOUTH SHELTERS’ 18TH ANNUAL DERBY CELEBRATION

Celebrating the 143rd Running of the Kentucky Derby

Saturday, May 6, 2017 from 5 to 10 p.m.

Back Bay Farms 1833 Princess Anne Rd., Virginia Beach 23456
Raise your glass and spend an exciting and elegant evening celebrating the 142nd running of the Kentucky Derby on May 6, 2017, all the while knowing that you are helping Seton Youth Shelters fulfill its mission of providing a safe haven, counseling and outreach services, 24 hours a day, without charge, to assist youth in crisis throughout Hampton Roads, with the goal of reuniting families.

We are a 501(c) (3) corporation. Tax ID 54-1250483.

Live Horse Races ● Large Screen Live Broadcast of the Kentucky Derby ● Live Music ● Carriage Rides ● Cuisine by the area’s Finest Restaurants ● Silent Auction ● Cocktails Mint Julep Bar and More!

Since 1999, Seton Youth Shelters has brought together 400 of the area’s most festive and philanthropically-minded guests for a spring celebration of all things “Derby” to benefit its shelter and street outreach programs, which reach tens of thousands of Hampton Roads’ youth each year.

From authentic mint juleps, Derby hat contest, live horse races, and carriage rides, to our giant screen broadcast of the Run for the Roses at Churchill Downs, financial support of this ultra-special event enables us to provide prevention, intervention, shelter and counseling to youth 9-18 in crisis and their families—24 hours a day, 365 days a year, at no charge to the child or their family.
Twin Spires Presenting Sponsorship Benefits:

Presenting sponsor recognition on all event collaterals including: racing cards, postcards, programs, media releases, Seton Youth Shelters’ event Facebook page, cover photo and website page

• One *boosted* posting of ad of your choice pinned to the top of the Seton Youth Shelters’ Facebook Page for one month.
• Entrance, stage, paddock and interior tent corporate banner opportunities
• 20 Silks & Irons Soiree tickets
• 2 Reserved Tables
• Admission for 20 to *Under the Wire* VIP Room
• Commemorative table photos of guests at event

- 20 Authentic Mint Julep Cups
- Prominent full page ad in Silks & Irons event program
- Two 10 passenger limousines for shuttle service to and from Derby for 20 guests
- Hors d'oeuvres & Beverage Basket on board Luxury Shuttle
- PA Announcements

Presenting Sponsorship Opportunity: $20,000

Saturday, May 6, 2017
Seton Youth Shelters’ 18th Annual
Kentucky Derby Celebration
A Silks & Irons Soiree

Man O’ War Sponsor Benefits:

- Recognition as a contributor with medium logo on all Seton Youth Shelters’ A Silks & Irons Soiree social media and website pages.
- One boosted posting of ad of your choice on Seton Youth Shelters’ Facebook page for two weeks.
- Logo and signage as exclusive sponsor of the Under the Wire VIP Room
- Ten Silks & Irons Soiree tickets
- One Reserved Table
- Admission for 10 to Under the Wire VIP Room
- 10 Authentic Mint Julep Cups
- Prominent Full Page Program Ad
- Prominent Banner Display in Derby paddock/tent area
- Shuttle Service to and from Derby for 10 guests.
- Logo on Racing Cards

EXCITING NEW SPONSOR BENEFITS!

Pre-event Bourbon & Champagne Tasting!

Man O’ War Sponsorship Opportunity: $12,500
Seton Youth Shelters’ 18th Annual
Kentucky Derby Celebration
A Silks & Irons Soiree

Triple Crown Sponsor Benefits:

- Recognition as a contributor with medium logo on all Seton Youth Shelters’ A Silks & Irons Soiree social media and website pages.
- One *boosted* posting of your ad of choice on Seton Youth Shelters’ Facebook page for one week
- Ten Silks & Irons tickets
- One Reserved Table
- Admission for 10 to Derby’s *Under the Wire* VIP Room
- Prominent Full Page Program Ad
- Prominent Banner Display in Derby paddock/tent area
- Logo on Racing Forms
- PA Announcements

Triple Crown Sponsorship Opportunity: $10,000

New this year—carriage rides!
Seton Youth Shelters’ 18th Annual
Kentucky Derby Celebration
A Silks & Irons Soiree

War Admiral Sponsor Benefits:

- Recognition as a contributor with medium logo on all Seton Youth Shelters’ A Silks & Irons Soiree social media and website pages.
- Eight Silks & Irons tickets
- One Reserved Table
- Admission for 8 to Derby’s Under the Wire VIP Room
- Prominent Full Page Program Ad
- Prominent Banner Display in Derby paddock/tent area
- Logo on Racing Forms
- Media Recognition
- One boosted postings of ad of your choice on Seton Youth Shelters’ Facebook page for three consecutive days
- PA Announcements

WAR ADMIRAL
Sponsorship Opportunity: $7,500

Saturday, May 6, 2017
Secretariat Sponsor Benefits:
- Recognition with logo on all Seton Youth Shelters’ A Silks & Irons Soiree social media and website pages.
- Eight Silks & Irons Tickets
- Reserved Table
- Admission for 8 to Derby’s Under the Wire VIP Room
- Full Page Program Ad
- Banner Display
- Media Recognition
- PA Announcements

Secretariat Sponsorship Opportunity: $5,000

Seattle Slew Sponsor Benefits:
- Name listing on all SYS’ A Silks & Irons Soiree social media & website pages
- Six Silks & Irons Tickets
- Reserved Seating
- Two-Thirds Page Program Ad
- Banner Display
- Media Recognition
- PA Announcements

Seattle Slew Sponsorship Opportunity: $2,500
Seton Youth Shelters’ 18th Annual
Kentucky Derby Celebration
A SILKS & IRONS SOIREE

Citation Sponsor Benefits:

- Four Silks & Irons Tickets
- Reserved Seating
- Half-Page Program Ad
- Banner Display Name/Logo
- PA Announcements

Citation Sponsorship Opportunity: $1,500

Affirmed Sponsor Benefits:

- Two Silks & Irons Tickets
- Reserved Seating
- One-Third Page Program Ad
- Banner Display Name/Logo
- PA Announcements

Affirmed Sponsorship Opportunity: $1,000

Saturday, May 6, 2017!
Whirlaway Sponsor Benefits:

- Quarter-Page Program Ad
- Banner Display
- PA Announcements

Whirlaway Sponsorship Opportunity: $500

Sea-biscuit Sponsor Benefits:

- Quarter-Page Program Ad

Sea biscuit Sponsorship Opportunity: $250

Under The Wire VIP Single Admission Ticket

- Access for 1 to Under The Wire VIP Room
- Reserved Seat

Ticket Price: $225
Seton Youth Shelters’ 18th Annual Kentucky Derby Celebration
A Silks & Irons Soiree

Tickets:

⇒ Early-Bird General Admission: $100*  
   (before April 10th 2017)
⇒ General Admission: $115
⇒ Under The Wire VIP: $225

Attire:
Derby Fabulous
(Best Men’s and Women’s Derby Hat Contest!)

To reserve a 2017 Seton Youth Shelters’ Kentucky Derby Celebration: A Silks & Irons Soiree Sponsorship, please fill out Sponsorship Form (next page) and return along with payment to:

101 N. Lynnhaven Road, Suite 101, Virginia Beach, VA 23452

Please Make All Checks To Seton Youth Shelters

Questions?: Call Kathy Jeffries at 757.963.5795 x 102 or email kjeffries@setonyouthshelters.org

With your contribution, Seton Youth Shelters will continue providing free shelter and counseling for youth in crisis. We’re proud that 95 percent of our temporary residents are reunited with their families. Check off the Sponsorship and Recognition Level you prefer for this very worthwhile charity event.

Your support is always greatly appreciated.

Saturday, May 6, 2017!
You Can’t Be Derby Fabulous Without a little something Extra....

Dames & Derbies Fanciful Hat Auction

Bring a couple of your friends to bid on FABULOUS hats and fascinators to wear to this year’s A Silks & Irons Soiree! Need a ticket for the party on May 6th? They will be on sale!

Details coming soon! setonyouthshelters.org
Seton Youth Shelters’ 18th Annual
Kentucky Derby Celebration
A Silks & Irons Soiree

Sponsorship Form

☐ Twin Spires Presenting Sponsor
  $20,000 per Sponsor
☐ Man O’ War
  $12,500 per Sponsor
☐ Triple Crown Sponsor
  $10,000 per Sponsor
☐ War Admiral Sponsor
  $7,500 per Sponsor
☐ Secretariat Sponsor
  $5,000 per Sponsor
☐ Seattle Slew Sponsor
  $2,500 per Sponsor

Programs: 500 printed with Derby information, history, sponsor recognition, racing information, etc.
5 ½” x 8 ½” booklets printed in black and white. Camera-ready art to be supplied by sponsor due April 10, 2017.

Program Deadline is April 10, 2017.

Seating: Designated sponsor seating.
Full tables available, if requested by Friday, April 14

Banners: To be supplied by sponsors. Not to exceed 5 feet by 10 feet in size.

Name or Company Name _________________________________________________________________

Email Address for Program Ad __________________________________________________________

Address____________________________________________________________________________

City _________________________ St ______ Zip _________________ Phone _________________________

Sponsorship Level___________________________________ Check Enclosed in the Amount of $__________

☐ Citation Sponsor
  $1,500 per Sponsor
☐ Affirmed Sponsor
  $1,000 per Sponsor
☐ Whirlaway Sponsor
  $500 per Sponsor
☐ Sea Biscuit Sponsor
  $250 per Sponsor
☐ VIP Tickets x __________
  $225 per Individual
☐ General Tickets x ______
  $100 (before 4/10/17) or $115 per Individual

Please Make Checks Out To, “Seton Youth Shelters”
For Visa, MasterCard or American Express, please call 757.963.5795 x102

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Look For Your Logo on www.setonyouthshelters.org and at .com/setonyouthshelters