Seton Youth Shelters' 21st Annual Kentucky Derby Celebration

A Silks & Irons Soiree

2020 Sponsorship Opportunities

Saturday May 2, 2020 - 5 to 10 PM - Back Bay Farms
Since 1999, Seton Youth Shelters has brought together 300 of the area’s most festive and philanthropically-minded guests for a spring celebration of all things “Derby” to benefit our shelter, mentoring and street outreach programs, which reach tens of thousands of Hampton Roads’ youth each year. Seton Youth Shelters is the region’s only organization devoted exclusively to providing shelter, street outreach and mentoring services to youth 9-17.

Guests enjoy authentic mint juleps, Derby Hat Contest, live horse races, giant screen broadcast of the Run for the Roses at Churchill Downs, and more, all while enabling us to provide prevention, intervention, shelter and counseling to youth 9-17 in crisis and their families—24 hours a day, 365 days a year, at no charge to the child or their family.

WHEN YOU RAISE YOUR GLASS AND SPEND AN EXCITING AND ELEGANT EVENING CELEBRATING THE 146TH RUNNING OF THE KENTUCKY DERBY ON MAY 2, 2020, KNOW THAT YOU ARE HELPING SETON YOUTH SHELTERS, A 501 (C)(3) NON-PROFIT ORGANIZATION, FULFILL ITS MISSION OF PROVIDING 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.
Twin Spires Presenting Sponsorship Benefits:

- Presenting sponsor recognition on all event collateral's including racing cards, postcards, programs, media releases, Seton Youth Shelters’ event Facebook page, cover photo and website
- One boosted posting 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
- Pre-event bourbon and wine tasting
- 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

MAKE OUR 21ST ANNIVERSARY SPECIAL WITH A PRESENTING SPONSORSHIP OPPORTUNITY: $21,000
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
- Pre-event bourbon and wine tasting
- PA Announcements

MAN O’ WAR SPONSORSHIP OPPORTUNITY: $12,500
TRIPLE CROWN SPONSORSHIP OPPORTUNITY:

$10,000

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 ad of your choice on Seton Youth Shelters’ Facebook page for two weeks
- Ten Silks & Irons Soiree tickets
- One Reserved Table and Admission for 10 to Derby’s Under the Wire VIP Room

- Pre-event admission plus bourbon and champagne sampling
- Prominent Full Page Program Ad
- Prominent Banner Display in Derby paddock/tent area
- Logo on Racing Forms
- PA Announcements
ALL YOU CAN EAT SAMPLINGS FROM BAKER’S CRUST ARTISAN KITCHEN EAT WELL & BE HAPPY WITH FRESH, DELICIOUS OPTIONS ALL EVENING LONG

LOCAL BEER, WINE & EQ-WINE RING Toss FOR YOUR CHANCE TO WIN TASTY BOTTLES OF WINE!

AUTHENTIC MINT JULEP BAR & SPECIALTY COCKTAIL BARS
WE HAVE SPECIAL FEATURES ACROSS THE BOARD FOR OUR 21ST ANNUAL, PLATINUM KENTUCKY DERBY CELEBRATION!

LARGE SCREEN LIVE BROADCAST OF THE KENTUCKY DERBY

LIVE MUSIC & ON-SITE TURF RACES!
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
- Pre-event admission plus bourbon and champagne sampling
- Reserved Table and 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
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 and 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 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
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

**SPONSORSHIP OPPORTUNITY:** $1,000

---

SEA-BISCUIT SPONSOR

**BENEFITS:**
- Quarter-Page Program Ad

**SEA BISCUIT SPONSORSHIP OPPORTUNITY:** $250

---

WHIRLAWAY SPONSOR

**BENEFITS:**
- Quarter-Page Program Ad
- Banner Display
- PA Announcements

**WHIRLAWAY SPONSORSHIP OPPORTUNITY:** $500
UNDER THE WIRE VIP
SINGLE ADMISSION TICKET:

- Access for 1 to Under The Wire VIP Room
- Reserved Seat Ticket Price: $225

TICKETS:

- Early-Bird General Admission: $105* (before March 15th, 2020)
- General Admission: $120
- Under The Wire VIP: $225

ATTIRE:

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

To reserve a 2020 Seton Youth Shelters’ Kentucky Derby Celebration: A Silks & Irons Soiree Sponsorship, please fill out Sponsorship Form (enclosed) and return along with payment to:
101 N. Lynnhaven Road, Suite 101, Virginia Beach, VA 23452
Don't be left at the starting gate! Get out in front of the field with a 2020 sponsorship and make your way to the Winner's Circle!

To learn more about Seton Youth Shelters and our 21st Annual Kentucky Derby Celebration visit setonyouthshelters.org or find us on Facebook! To speak with someone directly about sponsorships, call our Executive Director, Jennifer Sieracki, at 757.963.5795 x 105 or email jsieracki@setonyouthshelters.org