SPONSORSHIP OPPORTUNITIES

Presented by:
Allison Deely
Executive Director
502.895.2500
allison@aaflouisville.org

aaf american advertising federation
louisville

2023 FALL DAY AT THE DOWNS

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fall day at the downs

Socialize with key contacts in a private event space during the fall meet at Churchill Downs.

the details

DATE: Wednesday, November 1, 2023

TIME: 11:30 AM - 5:30 PM

LOCATION: Churchill Downs

PROJECTED ATTENDANCE: 300+

AUDIENCE: Marketing professionals, Ad/PR agencies, media companies, C-suite executives

SO MANY BENEFITS

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presenting sponsor

***SOLD FOR 2023**

High Impact Opportunities

- Opportunity to provide branded VIP lounge in prime location within the event space.
- Opportunity provide a promotional item for each guest
- Opportunity to conduct a raffle and collect business cards

Access

- Recognition as sponsor of a race, including the opportunity to take up to eight (8) guests into the paddock prior to sponsored race, and to watch the race from the Winners' Circle
- Eight (8) complimentary tickets
- List of attendees* provided before and after the event, upon request *(*limited to names shared during registration)*

Branding Opportunities

- Logo prominently featured on all promotional materials/website (including ticket packets, emails, social media, and other pre/post event vehicles)
- Logo prominently featured on signage at the event
- Logo prominently featured on the "Win for Losin" raffle

MAKE A LASTING IMPRESSION

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gold sponsor

value: $3,750

High Impact Opportunities

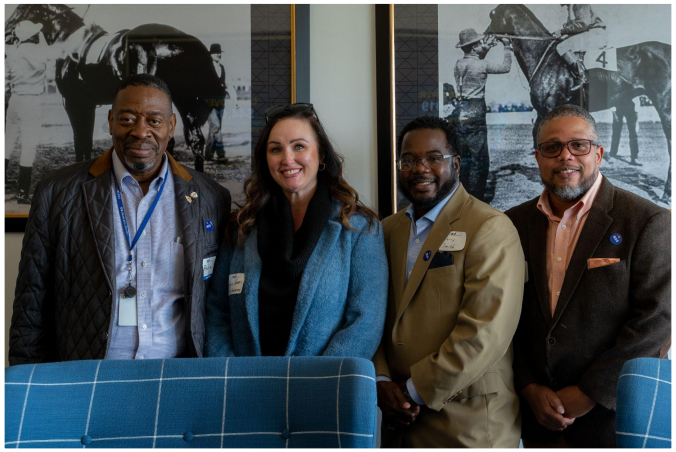
- Opportunity to provide branded VIP lounge within the event space.
- Opportunity provide a promotional item for each guest

Access

- Eight (8) complimentary tickets
- List of attendees* provided before and after the event, upon request *(*limited to names shared during registration)*

Branding Opportunities

- Logo on ticket packets, promotional emails, and website
- Logo on signage at the event
- Opportunity to provide a raffle prize to be featured on the “Win for Losin” raffle information placed at each guest table



MAKE A LASTING IMPRESSION

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vip sponsor suite

The Starting Gate Suites has two semi-private suites that can provide a great space to meet and greet guests.

Access

- The VIP sponsor lounge is only available with the Presenting Sponsor and Gold Sponsor levels.
- Views of the race track are only accessible from the suites.
- Suites have casual seating, kitchenettes and TVs, providing unique opportunities to interact with guests.
- Opportunity to provide giveaways or raffles within the suite.

Branding Opportunities

- Opportunity to provide branded signage and giveaways in the suite.
- Signage outside of suite directing guests to the sponsor suite.

REACH NEW PARTNERS

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silver sponsor

value: $2,750

High Impact Opportunities

- Onsite engagement opportunities

Access

- Complimentary reserved table for eight (8)
- List of attendees* provided before and after the event, upon request *(*limited to names shared during registration)*

Branding Opportunities

- Logo on ticket packets, promotional emails, and website
- Logo on signage at the event
- Opportunity to provide a raffle prize to be featured on the “Win for Losin” raffle information placed at each guest table

ENJOY THE EVENT

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bronze sponsor

value: $1,750

High Impact Opportunities

- Onsite engagement opportunities

Access

- Four (4) complimentary tickets

Branding Opportunities

- Logo on ticket packets, promotional emails, and website
- Opportunity to provide a raffle prize to be featured on the “Win for Losin” raffle information placed at each guest table

ELEVATE YOUR BRAND

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event sponsor

value: $750

Access

- Two (2) complimentary tickets

Branding Opportunities

- Logo on digital promotions including emails, social posts and AAF-Louisville website.
- Logo on ticket packet and event information.
- Opportunity to provide a raffle prize to be featured on the “Win for Losin” raffle information placed at each guest table

THE OPPORTUNITIES ARE YOURS

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choose the benefits that work for you:

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- Onsite engagement opportunities
- Opportunity to provide a promotional item for each guest
- Opportunity to conduct a raffle and collect business cards
- Recognition as sponsor of a race, including the opportunity to take up to eight (8) guests into the paddock prior to sponsored race, and to watch the race from the Winners' Circle
- Complimentary event tickets
- List of attendees provided before and after the event, upon request
- Logo prominently featured on all promotional materials/website (including ticket packets, emails, social media, and other pre/post event vehicles)
- Logo prominently featured on signage at the event
- Logo prominently featured on the "Win for Losin" raffle information placed at each guest table