



SPONSORSHIP OPPORTUNITIES

Presented by:

Allison Deely
Executive Director
502.895.2500
allison@aaflouisville.org



fall day at the downs

Socialize with key contacts on the first Wednesday of the Fall Meet, while checking out the brand new Club SI at Churchill Downs.



the details

DATE: Wednesday, October 29, 2025

TIME: 12 PM – 5 PM

LOCATION: Churchill Downs, Starting Gate Suites

PROJECTED ATTENDANCE: 300+

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

SO MANY BENEFITS

presenting sponsor

value: \$5,950

High Impact Opportunities

- Opportunity to provide branded VIP suite in premium location
- Onsite engagement opportunities exclusive to VIP suite
- Opportunity provide a promotional items

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
- Fifteen (15) 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 communications)
- Logo prominently featured on event signage, provided by AAF-Louisville
- Logo prominently featured on the "Win for Losin" raffle



MAKE A LASTING IMPRESSION

aaf® louisville

gold sponsor

value: \$4,550 *Only one available

High Impact Opportunities

- Provide Digital Photo booth with company branding on images
- 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



REACH NEW PARTNERS

silver sponsor

value: \$3,550

High Impact Opportunities

- Opportunity to set-up 6ft table with company signage
- Opportunity to provide promotional items to each guest

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

private suite package value: \$2,550

Access

- One (1) reserved suite
- Includes 20 tickets
- Opportunity to provide giveaways or branded items in-suite (must be agreed upon with AAF-Louisville in advance of the event)

Branding Opportunities

- Logo on signage outside of the suite
- Opportunity to provide a raffle prize to be featured on the “Win for Losin” raffle information placed at each guest table



ELEVATE YOUR BRAND

event sponsor

value: \$950

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

aaf® louisville

choose the benefits that work for you:

- 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

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