



Let's Change Lives

Sponsorship Opportunities

2023





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A PARTY WITH A PURPOSE

# More Than Just Another Fundraiser

Whether introducing ourselves for the first time or you know us well, we want to take the opportunity to share some information which includes our event information and Foundation's past, present, and future.

Denver's very first Derby Party was held at the Washington Park Boathouse in 2001. We served grocery store fried chicken, bought a keg of beer, and watched the race on a 36-inch TV that we hung from the rafters. We passed a hat to cover costs and welcomed anyone who walked by and wanted to join. Everyone had such an amazing time we decided it should become a tradition.

The following year our good friend, Sean "Ranch" Lough, passed away in a tragic mountain biking accident. As a tribute at the 2nd annual Denver Derby Party, we collected money from attendees to help Sean's family cover the cost of his funeral. Everyone was so generous we had

money left over which we donated to our alma-mater, Colorado State University, with the stipulation that it go toward their general scholarship fund and help a deserving student in Sean's name. The following year we started selling tickets to our Derby Party to raise more money for the scholarship. The following year the CSU President came down and convinced us to start our own endowment. The rest, as they say, is history.

The legend of Denver's Derby Party grew and attendance skyrocketed, quickly becoming the most successful (and most anticipated) fundraising event in Denver. Our crowd eventually outgrew the Boathouse, then the Botanic Gardens,

Infinity Park and even the streets of Downtown Denver. After hosting up to 6,000 people for years at Denver Performing Arts Complex, we moved to then brand-new McGregor Square, which seemed custom built for our event.

Often imitated but never replicated, the original Denver Derby Party, now in its 22nd year, is the biggest of its kind in the country outside of Kentucky. Held annually on the first Saturday in May, and spread out over the entire McGregor Square site, our Derby Party has become a Colorado tradition. Thanks in large part to our sponsors, donors, volunteers and staff, we are proud to say that 100% of all proceeds benefit the Foundation

which, to date, has helped over 60 first-generation students attend college without financial burden, and all exemplify the values that Sean was so well known for.

This year's event will be held from 1:00pm to 6:30 on Saturday, May 6 at McGregor Square in Downtown Denver. Next to Coors Field in LoDo, McGregor Square features over 17,000-square-feet of outdoor gathering space and a 66' by 20' LED screen - it's the perfect place to watch the Kentucky Derby with friends! We host live music that crescendos after the race with an epic DJ dance party. The outrageous and always entertaining Macy's Best Hat Contest on our mainstage features some of the best custom made

Derby hats in the country. A variety of food is served from some of Denver's best restaurants, and guests will find a large assortment of beverages at bars, lounges, and tents throughout the party.

The Sean "Ranch" Lough Foundation invites you to learn more about our cause and get involved with Denver Derby

Party by visiting our website. Our last event was a sell out with over 3000 affluent, making Derby Party is the perfect place to launch, showcase, or advertise your company or brand while helping to help support higher education. Private Sponsorship Tents and spaces fill up quickly, so act now!



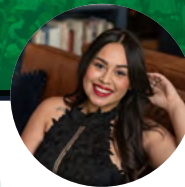


# The Most Fun You'll Have Changing Someone's Life!



*College has been a dream come true for me- and for my family. I'm loving the experience and have been excelling in all my classes. I've met so many incredible people and forged relationships that will last a lifetime. None of it would be possible without the SRL Foundation Scholarship - I am blessed!*

**MAHAMOUD - 2020 Recipient**



*Every day I'm at CSU I'm more and more grateful for the opportunity to be here. I feel my education has given me purpose and a canvas to define who I am. I'm managing a busy schedule and extracurricular activities as well. Chemistry is killing me but my GPA last semester was 3.7 - I can't thank SRL Foundation enough for this opportunity!*

**CELINA - 2019 Recipient**

THE ORIGINAL DERBY PARTY

# Why Sponsorship Works

The Denver Derby Party welcomes over 3000 guests each year from across the country and around the globe. 75% of our attendees are affluent professionals between 25–37. Our lasting success means we've struck the right balance between fun and philanthropy.

Imagine showcasing your product, brand, or company to one of the country's best demographics, while supporting a worthy cause that provides four-year scholarships to kids who otherwise couldn't attend college. Now imagine doing it at the biggest, and best, Derby event outside of Kentucky's Churchill Downs.

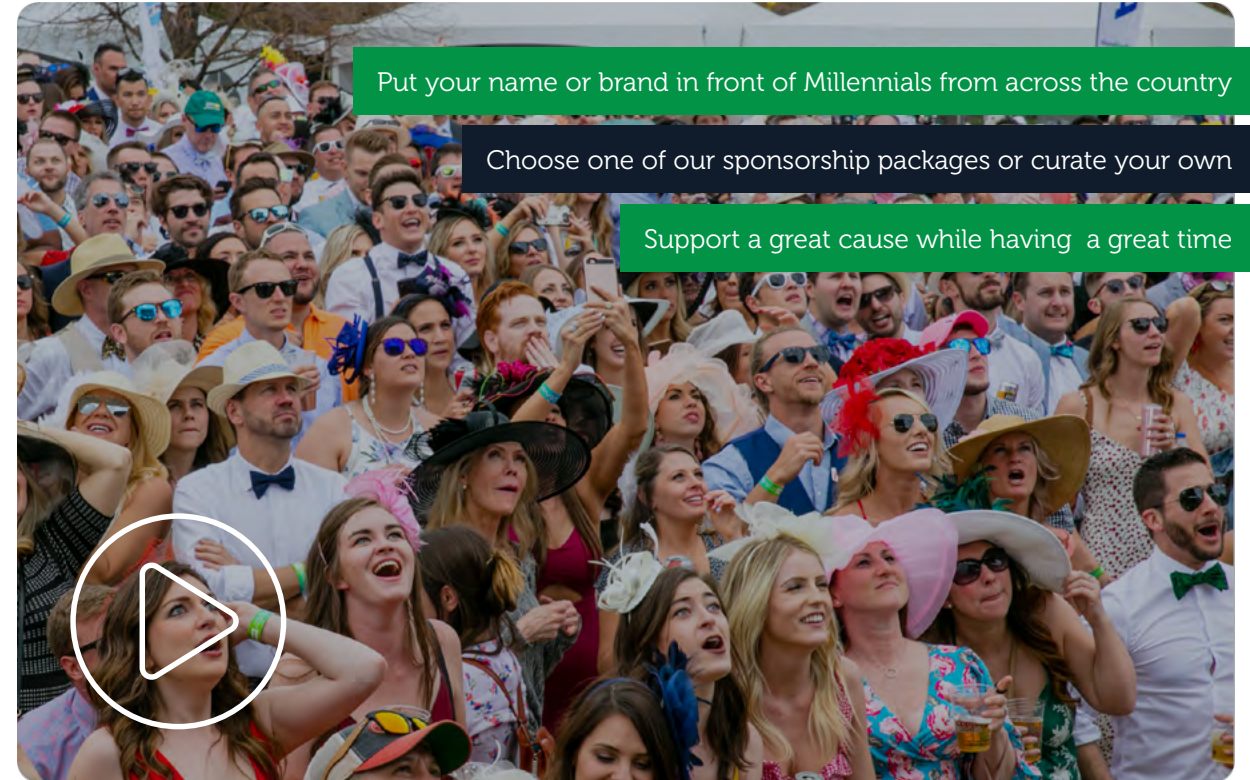
Sponsors of the Denver Derby Party get tickets to the fundraiser, a special code to purchase additional discounted tickets for employees or clients, prime activation locations, signage, social media exposure, plus the opportunity to get in front of over 3000 people at a day-long event. While the majority of our sponsors and donors return year after year, we are constantly innovating and working to add value for our guests.

We currently have limited sponsorship opportunities for select organizations, businesses and individuals looking to take part in this one-of-a-kind event. You'll find we have numerous, predefined sponsorship levels, but we can work with you to build a customized sponsorship package that fits your needs.

We strive to find partners who are interested in multiple year relationships and who can provide something new or unique for our guests. We also recognize that our event is a great place to launch a new product, or the next big thing, and support entrepreneurs from across the country.

Unlike most other Derby Party events, we have an amazing location that's centrally located in the heart of Downtown Denver and has easy access to public transportation, ride sharing, and ample public parking. Our location features ample outdoor space with views of the giant LED screen, and multiple indoor areas with their own identities and activations.

Your sponsorship donations and contributions are tax deductible under our 501c3, The Sean Ranch Lough Foundation. Unlike any of the other Derby events around the state, which are mainly for-profit, 100% of all proceeds from the Denver Derby Party go towards our Foundation. **We look forward to partnering with you!**



Put your name or brand in front of Millennials from across the country

Choose one of our sponsorship packages or curate your own

Support a great cause while having a great time

CHECK OUT VIDEO FROM OUR EVENT ONLINE | [VIMEO.COM/DENVERDERBY](https://vimeo.com/denverderby)

## Positive Results

*Our annual market analysis, conducted by a third party survey company, has shown that brand awareness for sponsors of Denver Derby party is significantly elevated following the event. Proving that sponsorship, and the exposure gained within our demographic, produces tangible and meaningful results.*



Our expert event planners will work with you and your team to ensure your brand's activation makes a real impact.



With over 3000 guests spending the entire day with us, you'll have a great opportunity to make an impression.



THE MOST FUN YOU'LL HAVE CHANGING SOMEONE'S LIFE

# Sponsorship Packages

Our event relies heavily on the generosity of sponsors like you to keep ticket prices reasonable and offset the costs of throwing a world-class event. Most sponsors return year after year but we are constantly finding new ways to enhance our guest experience and find more space. Basic sponsorship packages are listed below but, in most cases, we can work to curate a custom package that can benefit everyone. All packages include tickets to the event and a special link to purchase additional tickets at a reduced cost.

## Monarchos

FRIEND OF FOUNDATION

You'll have your logo or name included on our website, which typically averages hundreds of thousands of views, both leading up to, and post-event. Logo will link to your specified URL. Logo will also be included on small number of printed and online pieces distributed during the event.

**INCLUDES:** Your choice of 2 Jockey Club OR 4 Infield & Plaza tickets to the event.

**\$1,500**

## Seattle Slew

SILVER PACKAGE

In addition to all the Monarchos benefits, your logo or name will be included on our video rotation package. This greatly increases your visibility at the event by adding your brand across all our televisions and jumbo screens throughout the day.

**INCLUDES:** Your choice of 4 Jockey Club OR 8 Infield & Plaza tickets to the event.

**\$3,500**

## Secretariat

GOLD PACKAGE

In addition to all the other benefits, you'll get to send a targeted message or offer to our entire audience via email and social media. In addition, our emcees will give a special 'thank you' to your brand from the main stage. We'll also hang an approved banner in a high traffic area.

**INCLUDES:** Your choice of 6 Jockey Club OR 12 Infield & Plaza tickets to the event.

**\$7,500**

## Seabiscuit

EVENT ACTIVATION - *LIMITED SPACES*

All the perks of sponsorship, plus the ability to Interact with our attendees from a tent we provide, or bring your own display area (needs approval). You will also have the ability to distribute approved "swag" or other items to guests - must be giveaways, *no sales*.

**INCLUDES:** Your choice of 6 Jockey Club OR 12 Infield & Plaza tickets to the event.

**\$10,000**

## American Pharaoh

MAIN STAGE EVENT SPONSORSHIP

All the benefits of the lower packages along with the ability to link your brand to one of our events on the Main Stage. This includes the Scholarship Presentation or Band/DJ performance.

Additional perks include your logo on our red carpet step-and-repeat, ability to participate on stage and make an announcement, and your logo on the Main Stage banners and signage.

**INCLUDES:** Your choice of 12 Jockey Club OR 20 Infield & Plaza tickets.

**\$15,000**

## Wicked Strong

PRIVATE CABANAS - *ONLY THREE LEFT*

Secure a highly sought after private tent, perfectly situated on a balcony overlooking the event. In addition to all the Seabiscuit benefits we'll provide you a tent and fenced-off space for up to 10 guests (lanyards provided). Tents also include bar service, finger food, and elevated views of stage and plaza.

Perfect for groups, corporate events, celebrations, or just a great way to have your own personal space at Denver Derby Party.

**INCLUDES:** 10 Jockey Club tickets and cabana lanyards.

**\$25,000**

## Triple Crown

TITLE SPONSORSHIP

This is the granddaddy of them all! Put your brand front and center and alongside our own logo. The event will be known as The Denver Derby Party, presented by YOU. That means your brand name appears on all tickets, wristbands, lanyards, signage, photos, and the red carpet step-and-repeat.

We'll work with you and your team to provide activation spaces within the event and the opportunity to make an announcement on the Main Stage.

**INCLUDES:** 15 Jockey Club tickets.

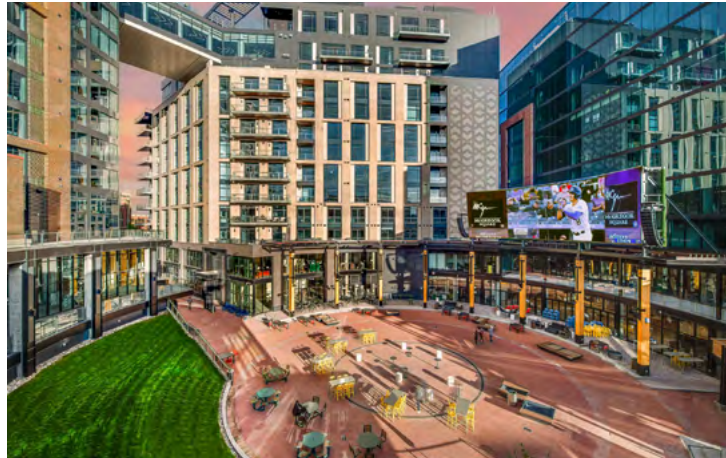
**\$50,000**



THE MOST FUN YOU'LL HAVE CHANGING SOMEONE'S LIFE

# Wagering Sponsorship

With the ongoing popularity of wagering here in Colorado, and around the country, we have a unique opportunity that would include a premier sponsor for wagering at our event. We invite partners to help define the package, and look forward to working closely to ensure a mutually beneficial partnership. With over 17,000-square-feet of outdoor gathering space and featuring a 66' by 20' LED screen - our new venue the perfect place to watch, and bet on, the Kentucky Derby!



## Mine That Bird

LEVEL 1

Your brand will be named and promoted as the official wagering sponsor of the Denver Derby Party across all outlets. Logo and branding on screens. Ability to hang banners and signage inside event, plus we'll provide space at our main entrance to promote your brand/app and activate guests. Additional perks include your logo on our red carpet step-and-repeat and the ability to participate on stage by making your own announcement before the race starts.

**INCLUDES:** Your choice of 10 Jockey Club OR 16 Infield & Plaza tickets.

**\$15,000**

## California Chrome

LEVEL 2

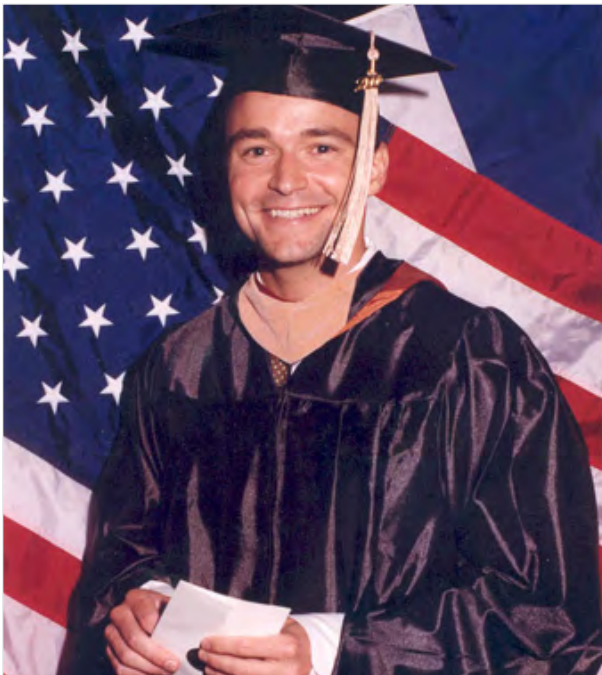
Along with all the perks in the Mine That Bird package, this opportunity allows you to provide a 30-60 second ad that will be played on the big screen at various times throughout the day.

We will also reserve one of our exclusive Private Tents for your group. The tents (total of 6) are located on a private balcony overlooking the event. Tent has room for up to 12 people and includes seating and a social host.

**INCLUDES:** 12 Jockey Club tickets. & Private Tent

**\$30,000**





THE REASON WE DO IT

# Sean "Ranch" Lough

In his twenty-nine years of life, Ranch accomplished more than many do in a lifetime. One of his greatest attributes was his ability to live every day to its fullest and have a good time, while focusing on accomplishing the high goals he set for himself.

Sean Lough (AKA 'Ranch') was a dear friend, brother and son who tragically passed away in June of 2001 as a result of a mountain biking accident. This Foundation was started in memory of Sean 'Ranch' Lough, a remarkable individual who touched many people with his spirit, aspirations, humor, and kindness. Although his life and bright future were cut short, his spirit will remain in everyone he knew and, thanks to sponsors and donors like you, his legacy will provide scholarships for deserving young students.

As every one that knew him will attest, Ranch was a remarkable individual who touched the lives of many people with his spirit, aspirations, humor and kindness. Sean completed his undergraduate degree at Colorado State University and the purpose of this scholarship is to commemorate Sean's life and accomplishments. This scholarship shall be awarded to a high school student who exemplifies the qualities Ranch possessed. These qualities include a high grade point average, an economic need and, most of all, a hearty personality and a love for life.

The Denver Derby Party was started by a small group of friends as a way to help raise money for another friend. 20+ years later it serves a greater purpose and helps students from around the world achieve their dreams and aspirations. Our end goal has always been to follow Sean's lead of placing an importance on education while balancing it out with fun, laughter, and excitement. His legacy lives on as each year we team up with sponsors, donors, and our guests to raise money and provide four-year scholarships to those who would otherwise not be able to attend college.

We invite you to learn about our cause and jump on board through sponsorship or by making a donation. Our ongoing efforts with our partners have yielded incredible results, and it is our hope that we keep growing and have a bigger impact each year. As we surpass 20 years of throwing the biggest and best Derby Party in the country, we are excited to say that Sean's life means more and more to each one of us.



SPACES ARE LIMITED - CONTACT US TODAY

# Let's Do This

Our event relies heavily on the generosity of sponsors like you to keep ticket prices reasonable and offset the costs of throwing a world-class event. We greatly appreciate our donors and make every effort to accommodate just about any request. See you May 6!

If you have questions or need assistance in figuring out what package works best for your company or organization, please contact us using any of the methods below. We've also included our tax exempt number for our 501c3, the Sean Ranch Lough Foundation. We are proud to say that 100% of all proceeds go towards sending deserving students to college. Thank you for your consideration and please let us know if we can provide further information.

## Sean Ranch Lough Foundation

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# Talk Derby to Me

Denver Derby Party Attracts THE BEST Crowd and Most Desirable Demographic You'll Find Anywhere!