



The 28th Running of the Willowdale Steeplechase

2020 HOSPITALITY / DISPLAY TENTS

Entertain clients, guests, friends and family in your own private tent - on the hilltop for a higher perspective or on the rail for close-up viewing. Benefits include: on site-signage, sponsor logo on race invitation (if received by 12/15/19), recognition in race day program, social media, sponsor board and logo and link on website. Custom sponsorships available upon request.

Entertainment Tent – 35’ x 40’

\$10,000

Hilltop tent with 16’ x 40’ picket fence terrace, 30 sponsor car passes, 120 admission passes and a full page color ad in the program

“Tents on the Turn” – 20’ x 20’ – limited availability

\$5,000

Private tent on the rail in the Turn section with parking for 8 vehicles behind your tent, 60 admission passes and a full page (b/w) ad in the program



Entertainment Tent – 20’ x 30’

\$5,000

Hilltop tent with 16’ x 30’ picket fence terrace, 10 sponsor car passes, 60 admission tickets and a full page (b/w) ad in the program

Entertainment Tent – 20’ x 20’

\$2,500

Hilltop tent with 16’ x 20’ picket fence terrace, 4 sponsor car passes, 30 admission passes and a half page (b/w) ad in program

Business Display Tent – 10’ x 10’

\$1,200

Hilltop tent, 2 sponsor car passes, 10 admission passes and a half page (b/w) ad in the program *** One table and two chairs included

***Catering, tables & chairs, electric and decorations are not included unless listed, but may be arranged for an additional cost.

To learn more visit willowdale.org

Please contact Lisa Hatcher at 610.444.1582 or lhatcher@willowdale.org for more information or to create your sponsorship package.



2020 SPONSORSHIP OPPORTUNITIES

Maximize your company's visibility and entertain guests while supporting worthy area non-profit 501(C)(3) beneficiaries. Become a sponsor at one of the Brandywine Valley's leading charitable events - the 28th Running of the Willowdale Steeplechase. Custom sponsorships are available upon request.

Presenting Sponsor of the Willowdale Steeplechase Races **\$50,000**

- ◆ Naming rights as the “Presenter” of the Willowdale Steeplechase Races – (i.e. “The (your business name) Presents the 28th Running of the Willowdale Steeplechase”)
- ◆ Presenting sponsor recognition on the Willowdale Steeplechase website (including logo and link), on the race invitation, race day program cover and all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ Most prominent on-site signage and social media recognition
- ◆ Prominent inclusion in race media coverage including live stream advertising, interviews and logo placement
- ◆ Hospitality package which includes a 30’ x 40’ hilltop tent and/or tailgate parking packages for entertaining guests
- ◆ Trophy presentation opportunity
- ◆ Public address announcements on race day
- ◆ Race program advertising, full page color (inside front cover) and your sponsor banner hung on the tower

SOLD Title Sponsor of the Willowdale Steeplechase Stakes Race **\$35,000 SOLD**

- ◆ Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), the race invitation, all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ Corporate hospitality tent 20’ x 30’ on the rail in the Turn or on the hilltop or tailgate parking packages for entertaining guests
- ◆ Trophy presentation opportunity
- ◆ Inclusion in race media coverage including live stream interview
- ◆ Public address announcements on race day
- ◆ Race program advertising, full page (b/w) and your banner hung on the paddock fence



Full or Partial Race Sponsor \$5,000 – \$15,000

- ◆ Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), on the race invitation and all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ Corporate hospitality tent 20' x 20' (\$10,000 + level) on the hilltop or tailgate parking packages for entertaining guests
- ◆ Trophy presentation opportunity
- ◆ Public address announcements on race day
- ◆ Race program advertising full page (b/w) (\$10,000 + level) or half page (b/w) and your banner hung on the paddock fence

Live Streaming Sponsor \$15,000

(live streaming of the races and interviews with jockeys, owners and trainers will be featured on video monitors in OTR tent and sponsor tents)

- ◆ Sponsor television commercials and logo featured on live stream
- ◆ Corporate hospitality tent 20' x 20' on the hilltop or tailgate parking package for entertaining guests
- ◆ Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), on the race invitation and all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ Public address announcements on race day
- ◆ Race program advertising, full page (b/w) and your banner hung on the paddock fence

SOLD* Sponsor of the Owner, Trainer and Rider Tent \$10,000 *SOLD

- ◆ VIP location for interaction with Owners, Trainers & Jockeys
- ◆ Reserved tables for entertaining your guests
- ◆ Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), on the race invitation, and all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ Public address announcements on race day
- ◆ Race program advertising, full page (b/w) and your banner hung on the paddock fence
- ◆ On-site signage and promotional information displayed in tent

Paddock Sponsor/Winner's Circle Sponsor \$5,000

- ◆ Excellent location for interaction with Owners, Trainers & Jockeys
- ◆ Admission to, and tour of the paddock for up to four guests
- ◆ Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), on the race invitation and all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ Your sponsor banner displayed behind the Winner's Circle
- ◆ Tailgate parking package near the paddock for entertaining guests
- ◆ Public address announcements on race day
- ◆ Race program advertising, half page (b/w)

Activity Sponsor \$2,500

Opportunities Available: Jack Russell Terrier Races-SOLD, Pony Races, Stick Pony Races, Kid's Alley-SOLD

- ◆ Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), on the race invitation and all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ On-site signage and your banner hung on the paddock fence
- ◆ Six admission passes and two sponsor parking passes
- ◆ Public address announcements on race day
- ◆ Race program advertising, half page (b/w)

Fence Sponsor \$1,500

- ◆ Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), on the race invitation and all other event collateral pieces (if received by 12/15/19) and social media recognition
- ◆ On-site signage and your banner hung on the paddock fence
- ◆ Race program advertising, half page (b/w)
- ◆ Public address announcements on race day
- ◆ Two admission passes and one sponsor parking pass

