



2022 SPONSOR PACKAGES

Become a sponsor at one of the Brandywine Valley's leading charitable events and maximize your company's visibility while supporting the Willowdale Steeplechase's 501(C)(3) beneficiaries: Stroud Water Research Center and Penn Vet's New Bolton Center

Presenting Sponsor for the Willowdale Steeplechase Races \$50,000

- Naming rights as the Presenter of the Willowdale Steeplechase Races (i.e. "The *(your business name)* Presents the 29th Running of the Willowdale Steeplechase")
- Presenting Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), and on the virtual race invitation and race program and everywhere else we are mentioned
- Your name/branding on print at home tickets
- Full page color ad in virtual race program
- Social media promotional highlights
- Trophy presentation opportunities if desired
- Public address announcements on race day
- Sponsor banner hung on tower
- Hospitality opportunities

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

- Race naming rights
- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on virtual race invitation and race program
- Full page color ad in virtual race program
- Social media promotional highlights
- Trophy presentation for the Willowdale Steeplechase Stakes.
- Public address announcements on race day
- Banner displayed on paddock fence

Full or Partial Race Sponsor

\$5,000 - \$15,000

- Race naming rights for full purse sponsorship
- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on the virtual race invitation and race program
- Half or full page color ad in virtual race program
- Social media promotional highlights
- Trophy presentation opportunity if desired
- Public address announcements on race day
- Banner displayed on the paddock fence

Owner Trainer Rider Tent Sponsor

\$10,000

- Reserved tables in OTR tent and tickets for entertaining guests
- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on the virtual race invitation and race program
- Social media promotional highlights
- Full page color ad in virtual race program
- Sponsor signage and promotional information displayed in tent
- Banner displayed on paddock fence
- Public address announcements on race day
- Five Sponsor parking passes

Stabling Sponsor

\$10,000

- Reserved tables in OTR and tickets for entertaining guests
- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on virtual race invitation and race program
- Full page color ad in virtual race program
- Social media promotional highlights
- Sponsor signage and promotional information displayed at barn
- Banner displayed on paddock fence
- Public address announcements on race day
- Five sponsor parking passes

Paddock or Winners Circle Sponsor

\$ 5,000

- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on the virtual race invitation and race program
- Social media promotional highlights
- Public address announcements on race day
- Banner displayed on the paddock fence or above Winners Circle
- 4 admission passes to OTR tent and 3 sponsor parking passes

Handwashing Stations Sponsor

\$3,500

- Sponsorship recognition (including logo and link) on the Willowdale Steeplechase website and on the virtual race invitation and program
- Social media promotional highlights
- Public address announcements
- Banner displayed on the paddock fence
- Eight admission tickets and two sponsor parking passes

Activity Sponsor

\$2,500

- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on the virtual race invitation and race program
- Social media promotional highlights
- Sponsor signage displayed at activity site
- Banner displayed on paddock fence
- Public address announcements on race day
- Six admission tickets and two sponsor parking passes

Fence Sponsor

\$1,500

- Sponsorship recognition (including logo and link) on the Willowdale Steeplechase website, and on the virtual race invitation and program
- Social media promotional highlights
- Public address announcements
- Banner displayed prominently on the Paddock fence
- Two admission tickets and one sponsor parking passes

Color Digital Program Ads

Back Cover	\$2,000
Inside Front or Back Cover	\$1,800
Full Page	\$ 900
Half page	\$ 500

We can also create a Custom Sponsorship Package and/or Hospitality Package to meet your specific needs.

*For more information, please contact Lisa Hatcher
lisa@willowdale.org or 610-444-1582.*