



2023 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

\$50,000

Presenting Sponsor for the Willowdale Steeplechase Races

- Naming rights as the Presenter of the Willowdale Steeplechase Races (i.e. "The (your business name) Presents the 30th Anniversary Running of the Willowdale Steeplechase")
Presenting Sponsorship recognition on the Willowdale Steeplechase website (including logo and link), and on race invitation and program, sponsor boards, at all preview events, and anywhere else we are mentioned
- Your name/branding on print at home tickets
- Full page color ad in virtual and printed race program
- Social media promotional highlights
- Trophy presentation opportunities
- Public address announcements on race day
- Sponsor banner hung on tower
- Hospitality opportunities

\$35,000 (SOLD)

Title Sponsor of the Willowdale Steeplechase Stakes Race

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

\$5,000 - \$15,000**Full or Partial Race Sponsor**

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

\$10,000 (SOLD)**Owner Trainer Rider Tent Sponsor**

- Reserved tables in OTR tent and tickets for entertaining guests
- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on the race invitation and 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
- Sponsor parking passes

\$10,000**Stabling Sponsor**

- Reserved tables in OTR and tickets for entertaining guests
- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on race invitation and race program
- Full page color ad in virtual and printed 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
- Sponsor parking passes
- Hospitality options

3.

\$ 5,000

Paddock or Winners Circle Sponsor

- 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 above Winners Circle
- Sponsor parking passes

\$2,500

Activity Sponsor

(Pony Races, Jack Russell Terrier Races, Hat Contest, Best Dressed Contest, Tailgate Contest, Kid's Alley, **Stick Pony Races (SOLD))**

- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on the 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

\$1,500

Fence Sponsor

- Sponsorship recognition on the Willowdale Steeplechase website (including logo and link) and on the race invitation and race program
- Social media promotional highlights
- Banner displayed on paddock fence
- Public address announcements on race day

Sponsor Name and Logo on Race Invitation if Payment Received by January 15, 2023 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 610-212-3641