








































Backside Learning Center

AT CHURCHILL DOWNS

	Superfecta Sponsorship \$10,000	Trifecta Sponsorship \$5,000	Daily Double Sponsorship \$2,500	Table Sponsorship \$1,000	Student Sponsorship \$500
Number of sponsors per level	1	5	10	50	Unlimited
Pre-Event Recognition					
Superfecta Sponsor Recognition on invite, all marketing materials, website, social media, press releases, etc.	13 th Annual Benefit for the Backside: A Day at the Races Presented by Post Parade Wines				
Business name in all email blasts and promotions					
Recognition on Silent Auction web page and mobile bidding platform					
Logo and business name on all marketing materials.					
Business name and logo featured on all print, radio, and social media.					
Business named featured in all press releases					
Business recognition on BLC website, Facebook, & newsletter					
Recognition on sponsorship tab of registration web page					
Sponsor spotlight posts including logo and website link, across various channels of social media	10 posts with paid boosts to reach at least 10,000	10	6	4	1
Event Recognition					
Logo displayed on video monitors throughout the event.					
Logo on signage at event for each sponsorship level					
Recognition in event program					
Recognition on your table sign. (Superfecta Sponsor recognized on EVERY table sign)					
Complimentary Tickets	16 tickets (2 tables)	16 tickets (2 tables)	8 tickets (1 table)	8 tickets (1 table)	3 tickets