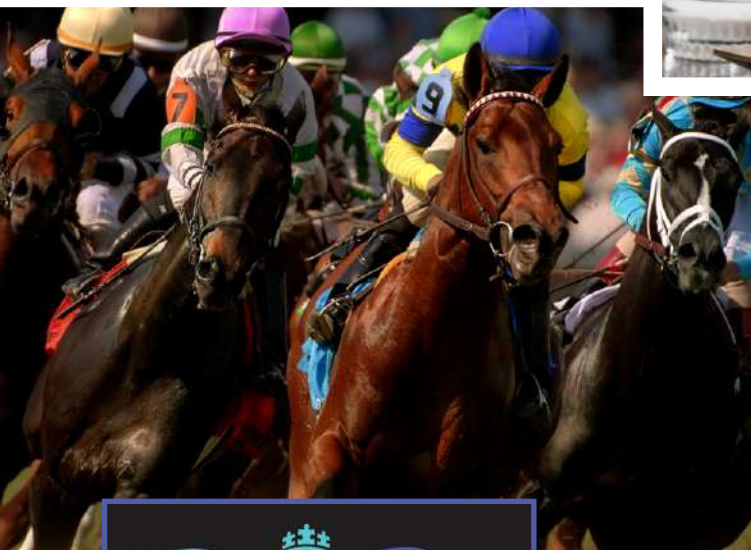




BENEFITING:
THE CENTER
FOR AUTISM
AND RELATED
DISABILITIES



ORLANDO'S
PREMIER
KENTUCKY
DERBY
PARTY



**BUSINESS SPONSOR
PROSPECTUS
SATURDAY, MAY 05, 2018**

BENEFITING PALS (PROVIDING AUTISM LINKS & SUPPORTS) FOR THE UCF
CENTER FOR AUTISM & RELATED DISABILITIES

PRESENTED BY



LoyalSource

HOSTED BY



PALS

CREATES OPPORTUNITIES FOR AUTISM IN CENTRAL FLORIDA

Has Autism entered your life yet? If not, chances are you probably know someone with Autism, or will in the very near future.

Over 13,000 individuals currently reside in Central Florida and are receiving services and supports from UCF-Center for Autism & Related Disabilities (UCF-CARD) with the assistance of Providing Autism Links & Supports (PALS). Individuals requiring services and supports is rapidly increasing at a rate of approximately 1,000 per year. Budget cuts are stifling and community support is pertinent for the future.

In 2008, Loyal Source, a local Orlando company, wanted to make a difference for children with autism in Central Florida. They founded Orlando's Derby Day to assist in providing financial support to assist the UCF Center for Autism to continue to provide state-of-the-art services to children with autism at a low cost to their families. Last year with the help of the community, the event and Loyal Source raised over \$68,000. The goal in 2018 is to raise over \$90,000, and we know with your support we will!

These efforts are important because 1 out of 68 children born in America, by the age of 3, are being diagnosed with autism. Autism is a lifelong neurological disorder that affects a person's ability to communicate, understand language, play and socially interact with others. It is four times more prevalent in males. Families of all racial, ethnic, and social backgrounds are affected. Treatment is extremely expensive. Costs average as much as \$72,000 a year, according to a study from the Harvard School of Public Health. As of today, there is no known cure or cause and autism is on the rise, however most experts agree that early intervention is vital and may save taxpayers money, because treatment will help these children become self-sufficient adults.

This event enables you to make a difference while enjoying an American tradition, the most exciting two minutes in sports at Orlando's Premier Ember Downtown Orlando. It's an exciting fun-filled day of hats, open bars, mint juleps, raffle prizes, exciting auction items, a great buffet, rooting for your favorite horse on large screen TVs and more, all while making a difference for individuals with autism. Your sponsorship will be an integral piece to create opportunities for individuals with autism of all ages in Central Florida. Thank you for your kind consideration of this request for your support.

In the meantime, please feel free to contact me at 407.823.6020 if you need any additional information, or visit our 2018 Derby Day Orlando website at www.derbydayorlando.com.

Sincerely,



Judee Samuels

Director of Operations



STAND OUT FROM THE CROWD

ALIGN YOUR NAME, LOGO AND MESSAGE WITH
FLORIDA'S 1ST CHOICE FOR AUTISM AND ORLANDO'S
BIGGEST & BEST KENTUCKY DERBY PARTY!



PROJECTED MARKETING TACTICS

- Attendance of over 1000 local prominent people in Orlando
- Press Releases—Comprehensive, all inclusive press releases will be created and distributed through email, established media contacts, mailings and face-to-face to media delegates
- Internet— Your company logo and website information will be posted in our event social media campaigns on Facebook, Twitter, Instagram and more. Mass emails will be sent to over 75,000 resident's and businesses.
- Newspaper/Publication Ads—print ads will be placed on internet and local publications
- **Special Offer for Churchill Downs Sponsors:** video promo, full color page ad in the program, etc.

SPONSORSHIP LEVELS 2018

For complete sponsorship details call 407.823.6020 to speak to a Derby Day representative or visit www.derbydayorlando.com

Thoroughbred Sponsor \$2,000 (\$750 value)

Superior Guest Package

- ▶ 8 VIP tickets
 - 3:00 champagne and mint julep special entrance
- ▶ Reserved table with table top recognition
- ▶ VIP Bar access
- ▶ 11th Annual Derby Day T-shirt for guests

Superior Marketing Acknowledgement

- ▶ Social media advertisement links
 - 2 x a week until event
- ▶ Company logo with link on UCF CARD and PALS website for 1 months after event
- ▶ Company logo with link on official Derby Day Orlando web site until 2019 event
- ▶ Full page black and white ad in the program
- ▶ Company logo on official T-Shirt

Superior Event Recognition

- ▶ Official 11th Derby Day Orlando Trophy
- ▶ Emcee recognition throughout event
- ▶ Logo and promo video on Derby Day Orlando video presentation
- ▶ Table top advertising
- ▶ Full color 4' x 2.5' logo banner
- ▶ Logo on Step and Repeat Red Carpet Banner

Jockey Sponsor \$1000 (\$350 value)

Guest Package

- ▶ 4 VIP tickets
 - 3:00 champagne and mint julep special entrance
- ▶ Reserved table with table top recognition
- ▶ VIP Bar access
- ▶ 11th Annual Derby Day T-shirt for guests

Marketing Acknowledgement

- ▶ Social media advertisement links
 - 1 x a week until event
- ▶ Company logo with link on UCF CARD and PALS website up until event
- ▶ Company logo/description with link on official Derby Day Orlando web site until 2019 event
- ▶ 1/2 page black and white ad in the program
- ▶ Company logo on official T-Shirt

Event Recognition

- ▶ Full color 1.7' x 2.5' logo banner
- ▶ Full color premier location of logo on red carpet banner
- ▶ Logo on Step and Repeat Red Carpet Banner

** all videos and ads for the marketing packages are to be supplied by the sponsor*



Grandstand Sponsor \$500 (\$120 value)

- ▶ Logo on red carpet banner
- ▶ Logo on official T-shirts
- ▶ Recognition in event program
- ▶ 2 VIP Tickets

Each Guest Receives:

- ▶ 2018 Official T-shirts
- ▶ VIP Derby Day Orlando Pin

"A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE." FLORIDA REGISTRATION NUMBER is 01-0717788

PRESENTED BY



LoyalSource



HOSTED BY

Date: _____

How did you hear about event: _____

SPONSOR/COMPANY INFORMATION

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

METHOD OF PAYMENT

____ Cash ____ Credit Card ____ Check # _____

Sponsorship Amount enclosed or to charge \$ _____

CREDIT CARD INFORMATION

Name on card: _____

Card No. _____

Exp Date: _____ Security Code: _____ __ Visa __ Amex __ Mastercard __ Discover

Billing address if different than above: _____

I hereby acknowledge and agree to the amount of the sponsorship. I understand that PALS is a nonprofit organization and this donation is tax deductible according to Florida tax status. Tax ID 01-0717788

Cardholder Signature: _____

GUESTS ATTENDING ACCORDING TO SPONSORSHIP LEVEL

Please provide the names (first & last name) of your complimentary guest tickets for at the door convenience for your guests. If you do not know the names of your guests at the time of submitting please inform guests that their name will be under the company name or email the names of your guests to judee.samuels@ucf.edu prior to **APRIL 20, 2018**. If your sponsorship entitles you to more guests please use a separate sheet. Thank you!

Guest Full Name T-Shirt Size

- | | | | | | | | | | |
|-----------|-------|------|--------|------|-------|------|----|------|-----|
| 1. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 2. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 3. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 4. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 5. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 6. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 7. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 8. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 9. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |
| 10. _____ | Small | ____ | Medium | ____ | Large | ____ | XL | ____ | XXL |