

2012 
Derby PartyTM
a Colorado Tradition
Saturday, May 5 ~ 1:00 PM to 6:30 PM ~ Rain or Shine

2011 Demographics

Introduction

About the Event - The Denver Derby Party & Fundraiser

The first Derby event, held at the Washington Park Boathouse, took place in 2001 with 130 people in attendance. Since that time we have consistently increased our attendance each year, quickly becoming the most successful (and most anticipated) non-profit event in Denver. Last year, for our 10th Anniversary, we eclipsed 5000 attendees and held our most successful event to date. The [Sean Lough Memorial Scholarship Foundation](#) is pleased to bring the “South” to Colorado for one spring afternoon and provide our guests with the ultimate event experience.

Hosting Our 11th Annual Event in May of 2012!



This year’s event will be held from 1:00 to 6:30 on Saturday, May 5th. All net proceeds from this event are donated directly to the Sean “Ranch” Lough Memorial Scholarship Fund, which provides academic scholarships to Denver’s underprivileged youth. With the amazing support and success of the Derby event, we are pleased to announce that, as of 2008, we now have 4 fully funded, four year scholarship winners attending Colorado State University (CSU). These are all minority students from [Arrupe High School](#) in Denver, and will be the first in their families to ever attend and graduate college.

Guests of the [11th Annual Derby Party](#) will be able to enjoy watching the “Running of the Roses” on state-of-the-art HD plasma TV’s as well as a Jumbo Screen; a Dixie and Blue Grass band, local DJs and other entertainment on an amazing sound system; Southern style culture and cuisine; a wide assortment of beverages; contests and door prizes, including the ever popular Best Hat Contest; and much, much more.

This year, for our 11th Annual Event, we are offering limited sponsorship opportunities for organizations, businesses and individuals looking to take part in this one-of-a-kind event. We have various levels of sponsorship and will also work with you to build a particular sponsorship package. Please read below to learn more about the sponsorships available and the costs associated with each.

2011 Demographics

Overview

The Sean Lough Foundation conducted a random survey of over 450 people who attended the Kentucky Derby Party in 2011. Below you will find statistical analysis that we feel illustrates best the overall demographics of people who attend the event each year.

Age & Income

- 54% of people in attendance are between the ages of 25 to 34 years of age
- 20% of people in attendance are between the ages of 35 to 49 years of age
- 27% of people in attendance make between \$75,000 - \$99,999
- 16% of people in attendance make between \$100,000 - \$150,000
- 22% of people in attendance make over \$150,000
- 7 out of 10 people make over \$75,000 in annual income
- 64% of people own their own home
- 88% are college graduates
- 10% have their graduate level degree
- 94% Caucasian,
- 3% Hispanic
- 20% of people in attendance are married
- 73% of people in attendance are single

Vocations

- 28% of people in attendance work in Marketing/Advertising/Communications/PR
- 19% of people in attendance work in Finance/Insurance/Real Estate
- 10% of people in attendance work in Professional Services (i.e. legal/consulting/engineer, etc.)
- 10% of people in attendance work in Science & Technology
- 7% of people in attendance work in Retail and Business Services

Food & Beverage

- 75% purchase beer, wine, or spirits from a bar, restaurant or liquor store once a week or more
- 20% purchase beer, wine, or spirits from a bar, restaurant or liquor store two to four times a month
- 27% probably or definitely will purchase or lease a car within the next year
- 21% may or may not purchase or lease a car within the next year
- 81% dine out once a week or more
- 12% dine out 2 to 4 times a month
- 35% of the people consume between seven to twelve glasses of beer in a week
- 29% of the people consume between two to six glasses of beer in a week
- 15% of the people consume between thirteen to twenty-four glasses of beer in a week
- 18% of the people consume over 25 glasses of beer in a week

Location

- 26% of the people reside in the 80209 zip code
- 15% of the people reside in the 80210 zip code
- 12% of the people reside in the 80202 zip code

Activities

- 68% of people in attendance are members of athletic clubs
- 43% of people in attendance exercise between 2 and 3 times a week
- 29% of people in attendance exercise four or more times a week
- 28% of people in attendance exercise once a week or more
- 40% of people in attendance own a ski pass

Repeat Business

- 91% of people in attendance are likely or very likely to participate in a promotion at future Derby Parties or other Sean Lough Fundraisers
- 96% of people in attendance are likely or very likely to attend the Derby Party in 2012

Derby Party Sponsorships

Friend of the Foundation

\$800

Special thanks listing the name/company name (written, no logo) on the Derby Party invitation as a “Friend of the Foundation” and two GA tickets to the event provided.

Bronze Level

\$1,250

This sponsorship level is the same as the Friends of Foundation, except your company’s logo will be on the Derby web invitation under Friends of the Foundation. Two GA tickets to the event provided.

Sliver Level

\$1,800

Company logo on Derby invite; Direct link from website to company URL; special thanks listing the name/company name on the Derby invitation as a “friend of the foundation; four GA tickets or 2 Jockey Club (VIP) Tickets

Gold Level

\$3,500

We will take your Company Logo and transform it into a video image that will be shown on Plasma TV’s at various times throughout event (3 second clips), including “prime viewing time” 5 minutes prior to race; company logo on Derby invite with connection to URL (logo will be larger than friend of foundation logo); Company logo on Full Page add thanking our top level sponsors in Colorado Homes and Lifestyles magazine following event ; four VIP/Sponsor tickets to the event

Platinum Level

\$4,500

We will take your approved company provided (5X5 foot) banner and hang it in a highly strategic viewing area. We will then transform your logo into a video image that will be shown on Plasma TV’s at various times throughout event (10 second clips), including “prime viewing time” 5 minutes prior to race; company logo on Derby invite with connection to URL (logo will be larger than friend of foundation logo); Company logo on Full Page add thanking our top level sponsors in Colorado Homes and Lifestyles magazine following event; Five VIP/Sponsor tickets to the event. Special thanks on PA system to sponsor.

Premiere Level

\$8,200

Company can install 10X10 tent with their company provided name and logo on it, and can provide product or information from that tent throughout event; company will receive special thanks over PA; company rep can address crowd over PA; company logo will receive extended playing time on plasma TV’s (30 second clips), company logo on Derby invite with connection to URL (logo will be larger than friend of foundation logo); Company logo on Full Page add thanking our top level sponsors in Colorado Homes and Lifestyles magazine following event. 10 VIP/Sponsor tickets to the event. Opportunity to have your logo on media wall for an additional charge.

Other Sponsorship Opportunities

Corporate Tent

\$17,000

Private tents are available to host a group of 20 in a serene setting with plasma TV's, private bartender and gourmet food. VIP tickets for all guests, food and beverages are included.

Title Sponsor

\$20,000

We will include the title sponsor name in the name of the event. (Example: The Denver Derby brought to you by.....) Includes everything listed in "Premiere Level" along with 25 VIP/Sponsor tickets. Full page add in Colorado Homes and Lifestyles magazine included.

Food, Alternative Beverage and Other Sponsors

OPEN

We are currently looking for one or two beer and wine, food, and HD Television sponsors at this time. Food and beverage sponsors are requested to donate in exchange for sponsorship.

Ticket Pre-Release Party

\$15000

This is a unique opportunity to host a Pre-Derby ticket release party before any tickets go on sale for the Derby event. Last year, we brought 600+ people to this event. Consider it a great opportunity to market your business with a guaranteed crowd of Denver's finest demographic.

Please contact us at: sponsorship@denverderby.com for more information or to ask about custom sponsorship packages.