



# Huckleberry Youth Programs Invites You to Sponsor *Run for the Roses!*

Saturday, May 2, 2020 - 11:30 am to 4:00 pm  
Cavallo Point Lodge - Sausalito

HUCKLEBERRY YOUTH PROGRAMS

# RUN FOR THE ROSES



2020 WINE TASTING AND AUCTION

Get out your Derby hats and join us for *Run for the Roses*, Huckleberry's exciting Kentucky Derby viewing party, wine tasting, and auction!

Enjoy premium wines from the Napa and Sonoma Valleys, a seated luncheon, silent and live auctions, and view the Kentucky Derby on a huge screen in support of Huckleberry's programs!

| TURF CLUB            | MILLIONAIRE'S ROW    | CLUBHOUSE           | GRANDSTAND          |
|----------------------|----------------------|---------------------|---------------------|
| \$25,000 sponsorship | \$10,000 sponsorship | \$7,500 sponsorship | \$5,000 sponsorship |

Your corporate sponsorship will help Huckleberry continue to provide SAFETY, HEALTH, JUSTICE, and EDUCATION to more than 6,000 youth each year!

For more information on sponsorships, contact Heather Mathews, Director of Marketing & Events at [hmathews@huckleberryyouth.org](mailto:hmathews@huckleberryyouth.org).

# Huckleberry Youth Programs *Run for the Roses* 2020 Wine Tasting & Auction

| <b>Sponsorship at a Glance</b>   | <b>GRANDSTAND</b><br>\$5,000<br>sponsorship | <b>CLUBHOUSE</b><br>\$7,500<br>sponsorship | <b>MILLIONAIRE'S<br/>ROW</b><br>\$10,000<br>sponsorship | <b>TURF CLUB</b><br>\$25,000<br>sponsorship |
|--|---|--|---|---|
| Logo placement on website, across Huckleberry social media platforms, in the <i>Run for the Roses</i> event invitation, in an upcoming <i>Marin Independent Journal</i> ad, and in email newsletters as an event sponsor | yes   | yes  | yes   | yes   |
| Table for 12 at <i>Run for the Roses</i>   | yes   |  |   |   |
| Premiere table for 12 at the event for Kentucky Derby viewing  |   | yes  | yes   | yes   |
| Prominent logo placement in <i>Marin Independent Journal</i> ad  |   | yes  | yes   | yes   |
| Logo placement on website with link to sponsor website   |   | yes  | yes   | yes   |
| Highlighted social media announcement of sponsorship to over 3,000 social media followers  |   | yes  | yes   | yes   |
| Feature in an upcoming Huckleberry email newsletter as a corporate partner, emailed to over 3,000 supporters   |   |  | yes   | yes   |
| Logo placed on signage at the event  | yes   | yes  | yes   | yes   |
| Logo placed in Huckleberry's auction slideshow loop during the event   |   | yes  | yes   | yes   |
| Sponsor recognition during program by Huckleberry's Executive Director   |   |  | yes   | yes   |
| Feature on Huckleberry's website homepage acknowledging Turf Club sponsorship  |   |  |   | yes   |
| Logo placed on auction cards at seats at the event, on signage at the event, and in Huckleberry's auction slideshow loop during the event  |   |  |   | yes   |

## Visibility

- 200 attendees at Run for the Roses
- 3,000 email and mail circulation
- Web presence with 2,500+ unique monthly users and 3,000+ followers on all social media channels
- Presence in our Marin Independent Journal ad with a daily circulation of 27,000 readers

**Deadline for inclusion is March 1, 2020.**

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