



High Hope Steeplechase
May 21, 2017

A Kentucky Tradition

For fifty years, the High Hope Steeplechase has held a special place on the Kentucky spring calendar. It stands as one of the state's most beloved traditions, and the third Sunday in May has long been reserved for this cultural treasure. Brimming in history and known as the "sport of kings", steeplechasing stands as one of the most exciting equestrian competitions, and Lexington, Kentucky has been fortunate to host High Hope since its inception in 1966.

For much of that time, High Hope has been held at the Kentucky Horse Park and has served as a gathering place for friends, a tradition for families, a benefit for area non-profits, and a thrilling display of equestrian excellence. In 2017, High Hope Steeplechase returns to the Kentucky Horse Park in grand form, benefitting two beloved Central Kentucky institutions, the Kentucky Horse Park Foundation and Central Kentucky Riding for Hope.

Boasting at least five signature races, ample opportunity for socializing, activities for children, and delicious food and refreshment, the 2017 High Hope Steeplechase promises to provide a unique opportunity to celebrate springtime and horses in the Bluegrass.



Entertainment for All Ages

Each year, approximately 15,000 High Hope Steeplechase spectators enjoy the thrills of jump and flat racing from a variety of vantage points. The preferred tailgate area where cars are parked trackside is sought after, with large picnics and lavish spreads displayed to entertain guests. Close to the finish line are tents where corporations gather to host parties for their clients. This area is also home to the Members' Pavilion, offering a delicious luncheon buffet and bar. All Members' Pavilion tables are under cover and offer some of the finest viewing of the racecourse.

The day begins at noon with the Jack Russell Terrier races and various children's activities. It continues until approximately 5 pm incorporating hurdle and flat races and equestrian entertainment, sure to appeal to all ages.

Offering something for everyone--from the most experienced equestrian to the novice who has never touched a horse--the High Hope Steeplechase celebrates the beauty of the Bluegrass in all its forms—its rolling hills, its Southern hospitality, its delicious food, and of course, its stunning horses.





2017 Partnership Opportunities and Benefits

Presenting Sponsor

Investment: *Please Call Office to Discuss
859-255-5727*

- **Publicity:**

Recognition as sole Presenting Sponsor with corporate logo on television advertising, on print ads, on High Hope Steeplechase website, and on High Hope Steeplechase tickets; Recognition with corporate name mentioned in radio ads; Full color back cover and black and white two-page spread ad in High Hope Steeplechase program

- **Recognition During Event:**

Opportunity to present trophy to winners; Up to 5 corporate banners, placed prominently along rail, on announcer's tower, in front of the stands, at finish line, and in Members' Pavilion; Recognition as Presenting Sponsor on High Hope Steeplechase signage placed throughout the Park for duration of event

- **Complimentary Hospitality and Tickets:**

Use of corporate tent; High Hope will provide tent, tables, chairs, and food and bar for up to 40 people; 8 complimentary luncheon tickets to Members' Pavilion; 20 preferred parking passes to High Hope Steeplechase

- **Other:**

First right of refusal to sponsor the 2018 High Hope Steeplechase event at the Presenting Sponsor level

Name a Race Sponsor

Investment: **\$15,000**

- **Publicity:**

Recognition as sole named sponsor of one Race with logo on High Hope Steeplechase website; Full page black and white ad in High Hope Steeplechase program

- **Recognition During Event:**

Opportunity to present trophy to winner of the named race; 1 corporate banner, along rail; Recognition as Sponsor on High Hope Steeplechase signage placed throughout the Park for duration of event

- **Complimentary Hospitality and Tickets:**

Use of private corporate tent; High Hope will provide tent, tables, chairs, and food and bar for up to 15 people; 8 preferred parking passes to High Hope Steeplechase; 5 general admission passes to High Hope Steeplechase

- **Other:**

First right of refusal to sponsor the 2018 High Hope Steeplechase event at the same Sponsor level

Members' Pavilion Sponsor

Investment: **\$10,000**

- **Publicity:**

Recognition as sole Members' Pavilion Sponsor with logo on High Hope Steeplechase website; Full page black and white ad in High Hope Steeplechase program

- **Recognition During Event:**

Name on Members' Pavilion tickets and on napkins used in Members' Pavilion; 1 corporate banner, along rail; Recognition as Sponsor on signage placed at Members' Pavilion for duration of event

- **Complimentary Hospitality and Tickets:**

16 Members' Pavilion tickets; 8 preferred parking passes to High Hope Steeplechase; 4 general admission passes to High Hope Steeplechase

- **Other:**

First right of refusal to sponsor the 2018 High Hope Steeplechase event at the same Sponsor level

Name a Race Co-Sponsor	Investment:	\$5,000	
<ul style="list-style-type: none"> • Publicity: Recognition as named co-sponsor of one Race with logo on High Hope Steeplechase website (will co-sponsor the race with other sponsors); Half page black and white ad in High Hope Steeplechase program • Recognition During Event: Opportunity to help present trophy to winner of the co-sponsored race; 1 corporate banner, along rail • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
Specialty Area Sponsor	Investment:	\$5,000	
<ul style="list-style-type: none"> • Publicity: Recognition as Sponsor in choice of three areas: <i>Jockey Tent (SOLD)</i>, <i>Lawn Boxes</i>, or <i>Children's Area</i>, with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Recognition as Sponsor on signage placed over Tent/Area for duration of event; opportunity to place promotional material in sponsored area • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
Pony Races Sponsor	Investment:	\$5,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole Pony Races Sponsor, with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Recognition as Sponsor by announcer during Pony Races • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
Course Sponsor	Investment:	\$5,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole Course Sponsor, with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Recognition as Sponsor on signage placed near course • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
National Fences Sponsor	Investment:	\$5,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole National Fences Sponsor, with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Recognition as Sponsor on signage placed near most prominent fence(s) • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			

Timber Sponsor	Investment:	\$5,000	
<ul style="list-style-type: none"> • Publicity: Recognition as sole Timber Sponsor, with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Recognition as Sponsor on signage placed near course • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
Saddle Cloth Sponsor	Investment:	\$5,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole Saddle Cloth Sponsor with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Signage on all saddle cloths used during the event • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
Shuttle Sponsor	Investment:	\$3,000 to co-sponsor	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as Shuttle Co-Sponsor with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Signage on all golf cart shuttles used by High Hope at the event • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
Stick Horse Races Sponsor	Investment:	\$3,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole Stick Horse Races Sponsor with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Signage near Stick Horse Races for duration of event • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			
Ladies Side Saddle Races Sponsor	Investment:	\$3,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as Ladies Side Saddle Races Sponsor with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Recognition as Sponsor on signage placed near finish line • Complimentary Hospitality and Tickets: Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase 			

Medical Services Sponsor **Investment:** **\$3,000**

- **Publicity:**
Recognition as sole Medical Services Sponsor with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program
- **Recognition During Event:**
1 corporate banner, along rail; Recognition as Sponsor on signage placed near finish line
- **Complimentary Hospitality and Tickets:**
Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase

After Party Sponsor **Investment:** **\$3,000** **Sold**

- **Publicity:**
Recognition as sole After Party Sponsor (party held in Members Tent and open to the public immediately following the day's races) with name on High Hope Steeplechase website; Half page black and white ad in High Hope Steeplechase program
- **Recognition During Event:**
1 corporate banner, along rail; Recognition as Sponsor on signage displayed at After Party
- **Complimentary Hospitality and Tickets:**
Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase

Tom Voss Trainer Awards Sponsor **Investment:** **\$2,500** **Sold**

- **Publicity:**
Recognition as sole Tom Voss Trainer Awards Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program
- **Recognition During Event:**
1 corporate banner, along rail; opportunity to present award to winning trainers
- **Complimentary Hospitality and Tickets:**
Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase

Volunteer Sponsor **Investment:** **\$2,500** **Sold**

- **Publicity:**
Recognition as sole Volunteer Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program
- **Recognition During Event:**
Opportunity to add logo to t-shirts worn by all High Hope event volunteers
- **Complimentary Hospitality and Tickets:**
Use of 1 lawn box with catered picnic basket for 8 people provided by High Hope; 4 preferred parking passes to High Hope Steeplechase

Dog Adoption Fair Sponsor **Investment:** **\$2,000** **Sold**

- **Publicity:**
Recognition as sole Dog Adoption Fair Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program
- **Recognition During Event:**
1 corporate banner, along rail; Recognition as Sponsor on signage placed near Dog Adoption Fair
- **Complimentary Hospitality and Tickets:**
2 tickets to the Members' Pavilion; 1 preferred parking pass to High Hope Steeplechase

Stable Sponsor	Investment:	\$2,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole Stable Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program • Recognition During Event: 1 corporate banner, along rail; Recognition as Sponsor on signage placed near stables • Complimentary Hospitality and Tickets: 2 tickets to the Members' Pavilion; 1 preferred parking pass to High Hope Steeplechase 			
Sound System Sponsor	Investment:	\$2,000	
<ul style="list-style-type: none"> • Publicity: Recognition as sole Sound System Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program • Recognition During Event: Signage near Announcer's Tower during duration of event • Complimentary Hospitality and Tickets: 2 tickets to the Members' Pavilion; 1 preferred parking pass to High Hope Steeplechase 			
Announcer's Tower Sponsor	Investment:	\$2,000	
<ul style="list-style-type: none"> • Publicity: Recognition as sole Announcer's Tower Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program • Recognition During Event: Signage at Announcer's Tower during duration of event • Complimentary Hospitality and Tickets: 2 tickets to the Members' Pavilion; 1 preferred parking pass to High Hope Steeplechase 			
Tailgating Sponsor	Investment:	\$2,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole Tailgating Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program • Recognition During Event: Corporate Logo printed on Individual Tailgating Numbers • Complimentary Hospitality and Tickets: 2 tickets to the Members' Pavilion; 1 preferred parking pass to High Hope Steeplechase 			
Vendor Area Sponsor	Investment:	\$2,000	
<ul style="list-style-type: none"> • Publicity: Recognition as sole Vendor Area Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program • Recognition During Event: Signage in Vendor area during duration of event • Complimentary Hospitality and Tickets: 2 tickets to the Members' Pavilion; 1 preferred parking pass to High Hope Steeplechase 			
Winner's Circle Sponsor	Investment:	\$2,000	Sold
<ul style="list-style-type: none"> • Publicity: Recognition as sole Winner's Circle Sponsor with name on High Hope Steeplechase website; Quarter page black and white ad in High Hope Steeplechase program • Recognition During Event: Signage in Winner's Circle during duration of event • Complimentary Hospitality and Tickets: 2 tickets to the Members' Pavilion; 1 preferred parking pass to High Hope Steeplechase 			

- Jockey Award Sponsor** **Investment:** **\$1,000** **Sold**
- Recognition as Jockey Award Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 1 Lawn Box (includes 1 8- foot table and 8 chairs) , 4 preferred parking passes to High Hope Steeplechase
- Tack Award Sponsor** **Investment:** **\$1,000**
- Recognition as Tack Award Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 1 Lawn Box (includes 1 8- foot table and 8 chairs) , 4 preferred parking passes to High Hope Steeplechase
- Farrier Sponsor** **Investment:** **\$1,000** **Sold**
- Recognition as Farrier Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 1 Lawn Box (includes 1 8- foot table and 8 chairs) , 4 preferred parking passes to High Hope Steeplechase
- Best Turned Out Sponsor (All NSA Races)** **Investment:** **\$1,000** **Sold**
- Recognition as Best Turned Out Award Sponsor for all NSA races with name on High Hope website and in High Hope Steeplechase program, 1 Lawn Box (includes 1 8- foot table and 8 chairs), 4 preferred parking passes to High Hope Steeplechase; Opportunity to provide an additional prize for the winning groom of each race being sponsored
- Best Turned Out Sponsor (All Ladies Side Saddle Races)** **Investment:** **\$1,000** **Sold**
- Recognition as Best Turned Out Award Sponsor for all Ladies Side Saddle races with name on High Hope website and in High Hope Steeplechase program, 1 Lawn Box (includes 1 8- foot table and 8 chairs), 4 preferred parking passes to High Hope Steeplechase; Opportunity to provide an additional prize for the winning groom of each race being sponsored
- Tailgate Competition Award Sponsor** **Investment:** **\$1,000** **Sold**
- Recognition as Tailgate Competition Award Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program; Name on flyers passed out to all premium and preferred tailgate spots; 2 Members Pavilion Tickets, 1 preferred parking pass to High Hope Steeplechase; Opportunity to judge Tailgate competition
- “Who Wore It Best?” Ladies Side Saddle Races** **Investment:** **\$500**
- Recognition as “Who Wore It Best” Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 2 Members Pavilion Tickets, 1 preferred parking pass to High Hope Steeplechase; Opportunity to provide an additional prize for the winning rider of each race being sponsored
- Decorations Sponsor** **Investment:** **\$500** **Sold**
- Recognition as Decorations Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 2 Members Pavilion Tickets, 1 preferred parking pass to High Hope Steeplechase
- Ladies Side Saddle Purse Sponsor** **Investment:** **\$500** **Sold**
- Recognition as Ladies Side Saddle Purse Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 2 Members Pavilion Tickets, 1 preferred parking pass to High Hope Steeplechase
- Trophy Awards Sponsor (Multiple available)** **Investment:** **\$200**
- Recognition as one of the Trophy Award Sponsors with name on High Hope website and in High Hope Steeplechase program

Other Opportunities

- Friend of High Hope Platinum Plus Donor** **\$1,500 and above**
- Recognition as Friend of High Hope Platinum Plus Sponsor with name on High Hope website and in High Hope Steeplechase program, Quarter page black and white ad in High Hope Steeplechase Program, 1 Lawn Box (includes 1 8- foot table and 8 chairs), 4 preferred parking passes to High Hope Steeplechase
- Friend of High Hope Platinum Donor** **\$1,000**
- Recognition as Friend of High Hope Platinum Sponsor with name on High Hope website and in High Hope Steeplechase program, 1 Lawn Box (includes 1 8- foot table and 8 chairs), 4 preferred parking passes to High Hope Steeplechase
- Friend of High Hope Gold Donor** **\$500**
- Recognition as Friend of High Hope Gold Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 2 Members' Pavilion Tickets, 1 preferred parking pass to High Hope Steeplechase
- Friend of High Hope Silver Donor** **\$250**
- Recognition as Friend of High Hope Silver Sponsor with name on High Hope Steeplechase website and in High Hope Steeplechase program, 1 preferred parking and 1 general admission pass to High Hope Steeplechase
- Corporate Tent** **\$2,500**
- Includes one 20' x 20' tent, twenty preferred parking passes, use of 40 chairs and 2 8 foot tables (Food and beverage not included, must be purchased separately).
- Premium Tailgating** **\$600 (limit 12)**
- Six spaces available on home-stretch and six available on starting line of in-field
- Front Row Tailgating** **\$350**
- Includes 1 front row tailgating car pass
- Second Row Tailgating** **\$300**
- Includes 1 second row tailgating car pass
- Lawn Box** **\$125**
- Includes 2 preferred parking passes, use of 8 foot table and 8 chairs. (Food and beverage not included).
- Members Pavilion Reserved Table** **\$1,100**
- Includes 10 Members Pavilion Tickets and 5 preferred parking passes
- Members Pavilion Couples Tickets** **\$220**
- Includes 2 Members Pavilion Tickets and 1 preferred parking pass
- Members Pavilion Individual Ticket** **\$130**
- Includes 1 Members Pavilion Ticket and 1 preferred parking pass
- General Admission Ticket** **\$30**
- Admits one vehicle and up to 7 passengers