



Celebrating 20 Years
of our
Stallion Season & Art Auction
Sponsor & Ad Registration
 Keeneland Entertainment Center ~ December 4, 2009



Sponsor Name: _____

Please print name exactly as you would like it in printed material

Our Mission: "To provide a better life for Thoroughbreds, both during and after their racing careers by supporting retirement, rescue and research and by helping the people who work with them."

Over 96 cents of every dollar you send to TCA goes directly to the charities.

Sponsorship Opportunities

- Platinum Patron \$30,000** Includes: 2 VIP tables for 10 with name/logo on table, prominent logo in promotional material, 2 full page color ads in program (Dinner)
- Gold Patron \$20,000** Includes: 2 VIP tables for 10 with name/logo on table, prominent logo in promotional material, 1 full page color ad in program (Open Bar)
- Silver Patron \$10,000** Includes: 1 VIP table for 10 with name/logo on table, prominent logo in promotional material, full page color ad in program (Print & Advertising)
- Steel Patron \$ 5,000** Includes: logo in promotional material, 1/2 page color ad in program, table for 10 with name or logo on table (Entertainment)
- Crystal Patron \$ 3,500** Includes: 1/2 page color ad in program, 4 reserved seats to event (Audio/Visual)
- Bronze Patron \$ 2,500** Includes: 1/2 page color ad in program, 2 reserved seats to event (Flowers)
- Chrome Patron \$ 2,000** Includes: 1/4 page color ad in program, 2 reserved seats to event (Valet)
- Table Sponsor \$ 1,900** Includes: table for 10 with name or logo on table
- Reserved Seating \$ 200** Includes: One reserved seat at table for 10

Program Advertising Rates

- | | | | | |
|---|-----------------|--|---|---|
| <input type="checkbox"/> Back Cover | \$ 2,000 | Full-Color | } | Bleed Ad: Trim: 8.125" W x 10.875" T
(include extra .25" all four sides)
Non-bleed Ad: 7.5" W x 10" T |
| <input type="checkbox"/> Inside Cover | \$ 1,500 | Full-Color | | |
| <input type="checkbox"/> Full Page Color | \$ 1,000 | Full-Color | | |
| <input type="checkbox"/> Full Page B/W | \$ 500 | Black & White | | |
| <input type="checkbox"/> 1/2 Page Color | \$ 500 | Full-Color: 7.5" W x 4.5" T OR 3.5" W x 10" T | | |
| <input type="checkbox"/> 1/2 Page B/W | \$ 300 | Black & White: 7.5" W x 4.5" T OR 3.5" W x 10" T | | |
| <input type="checkbox"/> 1/4 Page Color | \$ 300 | Full-Color: 7.5" W x 2.25" T | | |
| <input type="checkbox"/> 1/4 Page B/W | \$ 200 | Black & White: 7.5" W x 2.25" T | | |

Payment Information

Total Amount Enclosed \$ _____

- Enclosed is my check made payable to Thoroughbred Charities of America
- Visa** Name On Card _____
- Mastercard** Card Number _____
- Amex** Billing Address _____ Zip Code _____
- Expiration Date _____ Special Code _____
- Signature _____
- E-Mail _____

For reservations or questions contact Erin Crady at ecrady@TOBA.org or 859-276-4989.
 Sponsor & Ad Deadline: November 15. Mail to: TCA/TOBA, PO Box 910668, Lexington, KY 40591.
 Ads should be furnished as PDF files at 300 dpi resolution.