

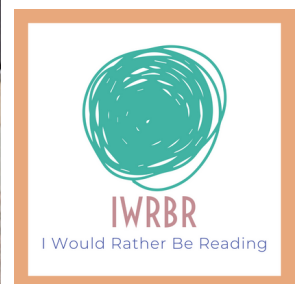
Happy Derby!



About the Fundraiser

At I Would Rather Be Reading (IWRBR), we believe every child deserves enriching experiences that inspire learning and growth. This year, through our Happy Derby, Bright Futures initiative, we are partnering with businesses and community leaders to provide students in our Educate & Elevate afterschool programs with Kentucky Derby Festival Pegasus Pins—unlocking access to iconic Derby events and traditions.

Your sponsorship ensures that students not only receive Pegasus Pins but also gain hands-on experiences that bring the magic of Derby season to life!



Happy Derby!



Sponsor a Site!

\$300 – Business Sponsor

Empower One or More Sites!

Your sponsorship provides Pegasus Pins for every child at one Educate & Elevate site, ensuring they can fully participate in Kentucky Derby Festival events.

- Businesses may sponsor multiple sites (up to 13), with sponsor benefits increasing based on total contribution amount
- Recognition on IWRBR's website and social media
- Business name listed on event materials
- A heartfelt thank-you from the students you support!



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Happy Derby!



Sponsor a Field Trip!

\$1,000 – Backside Sponsor

Beyond the Pin: A Day at Churchill Downs!

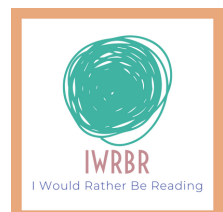
In addition to Pegasus Pins for one Educate & Elevate site, your sponsorship funds a special field trip to the backside of Churchill Downs, where students will experience the thrill of horse racing history up close—including lunch, reading to the race horses, and an interactive learning session.

Plus, you'll receive **1 All-Inclusive Ticket to 502's Day**, a premier event celebrating Louisville's vibrant community.

- All Business Sponsor benefits, PLUS:
- Logo placement on our website and event promotions
- Recognition in our donor newsletter
- One All-Inclusive Ticket to 502's Day
- Invitation to join students on their Churchill Downs field trip



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Happy Derby!



Sponsor an Experience!

\$2,000 – Derby Dreams Sponsor

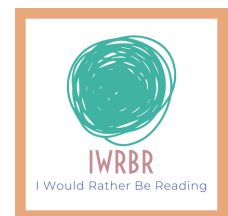
The Ultimate Derby Experience!

Your sponsorship provides everything in the Derby Experience package PLUS a Milliner Enrichment Workshop, where students will design and create their own Derby hats before their trip to Churchill Downs. This hands-on activity fosters creativity and celebrates the spirit of the Kentucky Derby. Plus, you'll receive **2 All-Inclusive Tickets to 502's Day**, giving you and a guest access to Louisville's day at the track!

- All Derby Experience Sponsor benefits, PLUS:
- Two All-Inclusive Tickets to 502's Day
- Exclusive feature on IWRBR social media reels
- Opportunity to include a business promo item in student gift bags



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Happy Derby!



Join us in creating bright futures!

By becoming a sponsor, you are not just supporting an afterschool program—you are opening doors to culture, tradition, and hands-on learning for children in our community.

Let's make this Derby season one to remember!

	Print, social, website	1 - 502's Day Ticket	2 - 502's Day Tickets	Special Media Feature
Buisness				
Backside				
Derby Dreams				

 To secure your sponsorship, contact:

Ashley Dearing

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