



**2011 Legacy Chase  
Saturday, September 24<sup>th</sup>**

**Sponsorship Opportunities**

**Legacy Chase Presenting Sponsorship @ \$25,000**

- Listed as Presenting Sponsor in all publications
- Tent on Founders Hill for 220 guests – including luncheon tickets and parking passes  
*(catering and décor fee similar to previous years)*
- Ad in Race Day program
- Logo on website
- Signage on race day
- Racecourse Banner
- Public Address Announcements
- (4) Paddock passes
- (2) All-Access passes
- General parking passes (quantity tbd)
- (2) Finish Line Box(es) & right to purchase additional boxes at \$1,000 each
- Additional Chairman's Tent luncheon tickets available at \$150 each- *inclusive of lunch and spirits*

**Legacy Chase Title Sponsorship @ \$20,000**

- Listed as Title Sponsor in all publications
- (20) luncheon tickets to Chairman's Tent on Founders Hill- *inclusive of lunch and spirits*
- (10) parking passes for Founders Hill
- Ad in Race Day program
- Logo on website
- Signage on race day
- Racecourse Banner
- Public Address Announcements
- (4) Paddock passes
- (2) All-Access passes
- General parking passes (quantity tbd)
- (2) Finish Line Box(es) & right to purchase additional boxes at \$1,000 each
- Cars displayed at Shawan Downs on race day
- Additional Chairman's Tent luncheon tickets available at \$150 each- *inclusive of lunch and spirits*

### **Chairman's Tent Sponsorship @ \$20,000**

- Listed as Presenting Sponsor of the Chairman's Tent in all applicable publications
- (200) luncheon tickets to Chairman's Tent on Founders Hill  
(*catering and décor fee similar to previous years*)
- (100) parking passes for Founders Hill
- Ad in Race Day program
- Logo on website
- Signage on race day
- Racecourse Banner
- Public Address Announcements
- (4) Paddock passes
- (2) All-Access passes
- General parking passes (quantity tbd)
- (2) Finish Line Box(es) & right to purchase additional boxes at \$1,000 each
- Additional Chairman's Tent luncheon tickets available at \$150 each- *inclusive of lunch and spirits*

### **Race Sponsors @ \$10,000 [(3) available]**

- (12) luncheon tickets to Chairman's Tent on Founders Hill- *inclusive of lunch and spirits*
- (6) parking passes for Founders Hill
- Logo on website
- Signage on race day
- Racecourse Banner
- PA Announcement
- Paddock passes
- All-Access passes
- General parking passes (quantity tbd)
- (1) Finish Line Box & right to purchase additional boxes at \$1,000 each
- Additional Chairman's Tent luncheon tickets available at \$150 each- *inclusive of lunch and spirits*

### **Run with the Horses 10K Race Sponsorship @ \$20,000**

On Friday evening the Land Preservation Trust and Charm City Run will conduct our 2<sup>nd</sup> annual 10K Run through Shawan Downs and the adjacent land. Over 500 runners are expected to participate.

- Listed as 10K Presenting Sponsor in all publications
- Logo featured on Race Entry Forms, which will be distributed throughout the Baltimore Metro Area and mailed to targeted participants
- Logo on website
- Name/logo featured on all relevant running/triathlon websites
- Race information featuring Sponsor name/logo will be subject of Charm City Run email blast (15,000 local area participants)
- Sponsor's literature or promotional items will be included in all participant race bags (contingent upon number of race registrants)
- Name on front of Race T-shirts (contingent upon number of race registrants)
- Logo featured on back of Race T-shirts (contingent upon number of race registrants)
- Sponsor official to hand out awards
- Multiple Banners at Finish and on course if desired (Sponsor provide Banners to Shawan specs.)
- Presence as desired on property and post race venue
- PA Announcements at the Legacy Chase recognizing 10K Presenting Sponsor.
- Tickets to the event (quantity tbd)

### **Presenting Sponsor of the Meadows @ \$15,000**

The Meadows was created as a destination where our guests can enjoy live music, food, children's games and crafts, a petting zoo, and a variety of other activities. Last year's Meadows offered a view of the stable area as well as an up close view the races. This year we anticipate some races will circle the Meadows giving everyone an even closer view of the action.

- Listed as Meadows Presenting Sponsor in all applicable publications
- Logo displayed on printed materials (parking passes) for The Meadows
- (6) luncheon tickets to Chairman's Tent on Founders Hill- *inclusive of lunch and spirits*
- (6) parking passes for Founders Hill
- Logo on website
- Logo on event signage
- Banner on property fencing (Sponsor to provide banners)
- Public Address Announcements identifying Presenting Meadows Sponsor
- Meadows parking passes (quantity tbd)
- (4) Paddock passes
- Additional Chairman's Tent luncheon tickets available at \$150 each- *inclusive of lunch and spirits*

### **Finish Line Box Sponsorship @ \$10,000**

The Finish Line Boxes located between the last fence and the finish line give our guests an up close destination from which to enjoy the afternoon.

- Logo on all Finish Line Box signs
- Logo on website
- Name on Race Day Sponsor List
- Name incorporated into invitation text correlating to the Finish Line Boxes
- (3) Standard Finish Line Box Packages
  - (3) Finish Line parking pass, (6) Steeplechase parking passes; (6) Paddock passes.
  - Enjoy a day at the races in your reserved, open-air box, along the homestretch. [Each Box includes (8) chairs and (1) table. Box Holders are invited to participate in the Legacy Chase Tailgate Competition. Catering packages are available by request.]

### **Meadows Band Sponsorship @ \$7,500**

The Meadows was created last year as a destination where our guests can enjoy live music, food, retail vendors, children's games and crafts, a petting zoo, and a variety of other activities. Last year's Meadows offered a view of the stable area as well as an up close view the races. This year we anticipate some races will circle the Meadows giving everyone an even closer view of the action.

- Public Address Announcements Identifying Meadow's Band Sponsor
- Banner hung on front of band platform (Sponsor to provide banners)
- Named on website and Race Day Sponsor List
- (2) Premier Meadows parking passes
- (4) Meadows Middle parking passes
- Additional Meadow General parking passes (quantity tbd)

### **Saddle Towel Sponsorship @ \$7,500**

Each entry must wear a cloth with their number on it. There is a great deal of unused space which could have your logo displayed for all to see as the horses ran round the course.

- Logo on all Saddle Towels.
- Name on website and Race Day Sponsor List
- (1) Standard Finish Line Box Package
  - (1) Finish Line parking pass, (2) Steeplechase parking passes; (2) Paddock passes.
  - Enjoy a day at the races in your reserved, open-air box, along the homestretch. [Each Box includes (8) chairs and (1) table. Box Holders are invited to participate in the Legacy Chase Tailgate Competition. Catering packages are available by request.]

### **Volunteer Shirt, Hat, and Lanyard Sponsorship @ \$5,000**

Shawan Downs could not hold The Legacy Chase without the assistance of approximately 150 volunteers. On race day, these volunteers wear identifying shirts and hats so that they are easily recognized throughout the crowds.

- Logo on left sleeve of volunteer shirt, on back of hats and visors, and ribbon of lanyards
- Name on website and Race Day Sponsor List
- (1) Standard Finish Line Box Package
  - (1) Finish Line parking pass, (2) Steeplechase parking passes; (2) Paddock passes.
  - Enjoy a day at the races in your reserved, open-air box, along the homestretch. [Each Box includes (8) chairs and (1) table. Box Holders will have their name listed and are invited to participate in the Legacy Chase Tailgate Competition. Catering packages are available by request.]

### **National Fence Sponsorship @ \$1,500 (Limited to 6)**

The Legacy Chase is a Steeplechase Race meet where thoroughbred horses run over jumps. At Shawan Downs horses will run over both National Fences and Timber fences. A National Fence consists of a steel frame stuffed with plastic "brush" and standing 52 inches high. A foam-rubber roll, covered with green canvas, is placed on the take-off side. Horses jump the fence in stride, much like human hurdlers in track and field events. The landing side of these National Fences are blank and most viewed by the spectators.

- Logo Banner running the length of the National Fence