



LARGE
SCREEN
LIVE
BROADCAST
OF
THE
KENTUCKY
DERBY

GUEST EMCEES KATIE
COLLETT OF WAVY-TV 10

LIVE, ON-SITE
TURF HORSE
TURF HORSE
RACES &
EQUESTRIAN
EXHIBITION!



&



WILL DRISCOLL OF THE
VIRGINIA SPORTS HALL OF FAME!

THANKS TO OUR
GENEROUS SPONSORS:



GET YOUR HEART RACING!
CELEBRATE WITH US AT SETON'S



ANNIVERSARY
SILKS & IRONS

SATURDAY MAY 4, 2024 FROM 5-10 P.M.
BACK BAY FARMS VIRGINIA BEACH

A
CELEBRATION
OF ALL THINGS
KENTUCKY
DERBY

LIVE TURF HORSE RACES

LIVE BROADCAST OF THE
150TH KENTUCKY DERBY

AUTHENTIC MINT JULEPS

CUISINE BY BAKER'S CRUST
ARTISAN KITCHEN

MUSIC BY THE
MICHAEL CLARK BAND

For tickets & sponsorship information,
scan the QR code or call
757.963.5795 x 103



www.setonyouthservices.org



SILKS & IRONS

SETON YOUTH SHELTERS' 24TH ANNUAL KENTUCKY DERBY CELEBRATION

SATURDAY MAY 4, 2024 - 5 TO 10 PM - BACK BAY FARMS

Since 1999, Seton Youth Shelters has brought together 200 of the area's most festive and philanthropically-minded guests for a spring celebration of all things "Kentucky Derby" to benefit our Shelter, Mentoring and Outreach Programs, which reach thousands of Hampton Roads' youth each year. Seton Youth Shelters is the region's **only organization devoted exclusively to providing shelter, outreach, education and mentoring services to youth 4 up to 18.**



Seton's Silks & Irons' guests enjoy authentic mint juleps, a Derby Hat Contest, live horse races, a giant screen broadcast of the Run for the Roses at Churchill Downs, and more, all while enabling us to provide prevention, intervention, shelter and counseling to youth in crisis and their families 24 hours a day, 365 days a year, at no charge to the child or their family.



When you raise your glass and spend an exciting and elegant evening celebrating the 150th renewal of the Kentucky Derby on May 4, 2024, know that you are helping Seton Youth Shelters, a 501 (c) (3) non-profit organization, fulfill its mission of providing safe haven, counseling and outreach services, 24 hours a day, without charge, to assist youth in crisis throughout Hampton Roads, with the goal of reuniting families.

DON'T BE LEFT AT THE STARTING GATE! GET OUT IN FRONT OF THE FIELD WITH A 2024 SPONSORSHIP AND MAKE YOUR WAY TO THE WINNER'S CIRCLE!

To learn more about Seton Youth Shelters' 25th Anniversary Silks & Irons' Kentucky Derby Celebration, visit our website or find us on Facebook! To speak with someone directly about sponsorships, call Michelle Broady, our Director of Community Partnerships, at 757.963.5795 x103 or email mbroady@setonyouthservices.org



101 N. Lynnhaven Rd., Ste. 101
Virginia Beach, VA 23452
757.963.5795


www.setonyouthservices.org

 Seton Youth Services

 @setonyouth85

 @setonyouthservices

 A United Way Certified Agency

**Seton Youth Services**
Saving Lives, Building Futures
Shelter • Outreach • Mentoring



CITATION SPONSOR OPPORTUNITY \$1,500:

- Four Silks & Irons Tickets
- Reserved Seating
- Half-Page Program Ad
- Banner Display Name/Logo
- PA Announcements



AFFIRMED SPONSOR OPPORTUNITY \$1,000:

- Two Silks & Irons Tickets
- Reserved Seating
- One-Third Page Program Ad
- Banner Display Name/Logo
- PA Announcements



Admission for Sponsor Ticket Holders to under the Wire VIP Room!



SPONSORSHIPS

ALL YOU CAN EAT OFFERINGS FROM



b/c BAKER'S CRUST ARTISAN KITCHEN

TWIN SPIRES PRESENTING SPONSORSHIP \$20,000



- Presenting sponsor recognition on all event collateral's including racing cards, postcards, programs, media releases, Seton Youth Shelters' event Facebook page, cover photo and website
- One boosted posting ad of your choice pinned to the top of the Seton Youth Shelters' Facebook Page for one month
- Entrance, stage, paddock and interior tent
- Corporate banner opportunities
- 20 Silks & Irons tickets
- 2 Reserved Tables for 10
- Commemorative table photos of guests at event
- Pre-event bourbon and wine tasting
- Admission for 20 to Under the Wire VIP Room
- 20 Authentic Mint Julep Cups
- Prominent full-page ad in Silks & Irons event program
- Two 10 passenger limousines for shuttle service to and from Derby for 20 guests
- Hors d'oeuvres & Beverage Basket on board
- Luxury Shuttle
- PA Announcements



MAN O' WAR SPONSORSHIP OPPORTUNITY: \$12,500



- Recognition as a contributor with medium logo on all Seton Youth Shelters' A Silks & Irons social media and website pages
- One boosted posting of ad of your choice on Seton Youth Shelters' Facebook page for two weeks
- Logo and signage as exclusive sponsor of the Under the Wire VIP Room
- Ten Silks & Irons tickets
- Reserved Table for 10
- Admission for 10 to Under the Wire VIP Room
- 10 Authentic Mint Julep Cups
- Prominent Full Page Program Ad
- Prominent Banner Display in Derby paddock/tent area
- Shuttle Service to and from Derby for 10 guests
- Logo on Racing Cards
- Pre-event bourbon and wine tasting
- PA Announcements



MAKE OUR 24TH ANNIVERSARY A WINNER WITH THIS EXCLUSIVE PRESENTING SPONSORSHIP!

SPONSORSHIPS

TRIPLE CROWN SPONSORSHIP OPPORTUNITY: \$10,000

- Recognition as a contributor with medium logo on all Seton Youth Shelters' A Silks & Irons social media and website pages
- One boosted posting of ad of your choice on Seton Youth Shelters' Facebook page for two weeks
- One Reserved Table and Admission for 10 to Derby's Under the Wire VIP Room

- Pre-event admission plus bourbon and champagne sampling
- Prominent Full Page Program Ad
- Prominent Banner Display in Derby paddock/tent area
- Logo on Racing Forms
- PA Announcements



CUISINE & COCKTAILS INCLUDED IN TICKET PRICE!!

WAR ADMIRAL SPONSORSHIP OPPORTUNITY: \$7,500

- Recognition as a contributor with medium logo on all Seton Youth Shelters' A Silks & Irons social media and website pages
- Eight Silks & Irons tickets
- Pre-event admission plus bourbon and champagne sampling
- Reserved Table and Admission for 8 to Derby's Under the Wire VIP Room
- Prominent Full Page Program Ad
- Prominent Banner Display in Derby paddock/tent area
- Logo on Racing Forms

- Media Recognition
- One boosted postings of ad of your choice on Seton Youth Shelters' Facebook page for three consecutive days
- PA Announcements



SECRETARIAT SPONSOR OPPORTUNITY: \$5,000

- Recognition with logo on all Seton Youth Shelters' A Silks & Irons social media and website pages
- Eight Silks & Irons Tickets
- Reserved Table and Admission for 8 to Derby's Under the Wire VIP Room
- Full Page Program Ad
- Banner Display
- Media Recognition
- PA Announcements

LOCAL BEER, WINE & EQ-WINE RING TOSS FOR YOUR CHANCE TO WIN TASTY BOTTLES OF WINE!

SEATTLE SLEW SPONSOR OPPORTUNITY: \$2,500

- Name listing on all A Silks & Irons social media & website pages
- Six Silks & Irons Tickets
- Reserved Seating and Admission for 6 to Derby's Under the Wire VIP Room
- Two-Thirds Page Program Ad
- Banner Display
- Media Recognition
- PA Announcements



AUTHENTIC MINT JULEP BAR & SPECIALTY COCKTAIL BARS

SPONSORSHIPS

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