

Therapeutic Recreation activities are not covered by most insurance companies, but it has been found that involvement in recreational activities has a positive impact on individuals with disabilities by increasing physical fitness as well as cognitive and social functioning. Participation in these activities also reduces social isolation and decreases depression. Each Shepherd Center in-patient is assigned a Recreational Specialist who integrates recreational activity into their daily therapy schedule.

**Therapeutic Recreation goals include...** improved physical, cognitive and social functioning as well as returning an

individual to as independent, active and healthy a lifestyle as possible. Through Therapeutic Recreation, patients take outings to sporting events, fitness centers, shopping malls, grocery



stores, restaurants, the airport, museums and the movies. These outings help patients re-adjust to the “real world” situations they will encounter after returning home.

**Therapeutic Recreation Activities include:**

- Music - individual and group lessons
- Horticulture - gardening
- Arts - painting, pottery and photography
- Aquatics - swimming and water activities, such as scuba diving and kayaking
- Outdoor Activities - camping, hunting, water skiing, snow skiing and fishing
- Sports - 11 sports teams, including wheelchair basketball, fencing and rugby

SHEPHERD CENTER is a private, not-for-profit hospital specializing in catastrophic care for people with spinal cord injury and disease, acquired brain injury, multiple sclerosis and other neuromuscular problems. The Center houses the largest model spinal cord injury program in the country and the official southeastern Multiple Sclerosis Center, designated by the National Multiple Sclerosis Society. Founded in 1975, the 120-bed catastrophic care hospital offers a full continuum of inpatient care, day programs and outpatient programs.

SHEPHERD CENTER'S MISSION is to help people who have experienced a catastrophic injury or disease, which has resulted in a temporary or permanent disability, rebuild their lives with dignity, hope and independence, advocating for their full inclusion in all aspects of community life.

Our vision is threefold: to be a center of excellence in patient care, education and research; to be financially sound, having the resources to maintain quality services; and to be a strong advocate for people with disabilities.

[www.DerbyDay.com](http://www.DerbyDay.com)



Shepherd Center  
FOUNDATION

Shepherd Center Foundation  
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28th Annual  
*Derby Day*  
benefiting  
Shepherd Center's  
Therapeutic Recreation  
Program



*Saturday, May 1, 2010*  
*2:00 pm–10:00 pm*



Derby Day is Atlanta's own Kentucky Derby Celebration and the highlight of the city's spring social calendar. It attracts thousands of active members of the Atlanta community as well as more than 500 sponsors. The funds raised through Derby Day directly impact the lives of our patients.

### Presenting Sponsor—\$20,000

- 🕒 Your name accompanying the event name on printing and publicity (Ex. "Derby Day Presented by Acme Co.")
- 🕒 Sponsor tent named for your company
- 🕒 Signage and banners (bearing your logo/name) at the entrance to Derby Day, inside the General Admission and Sponsor tents and throughout the venue
- 🕒 40 tickets to Derby Day with admission to the Sponsor tent
- 🕒 Company advertised on televisions throughout venue
- 🕒 Name and/or logo featured on all printed materials
- 🕒 Name and/or logo featured on Derby Day website
- 🕒 Name and/or logo featured on directional signs and signage at Derby Day
- 🕒 Presenting Sponsor's name and/or logo will be featured in all event advertisement
- 🕒 Presenting Sponsor will be prominently featured in Shepherd Center's quarterly magazine *Spinal Column*



### Winner's Circle Sponsors—\$15,000

- 🕒 Patron Tent, Auction Tent or Entrance Tent named for your company
- 🕒 Signage and banners (bearing your logo/name) at the entrance to Derby Day, inside the General Admission and Sponsor tents and throughout the venue
- 🕒 26 tickets to Derby Day with admission to the Sponsor tent
- 🕒 Company advertised on televisions throughout venue
- 🕒 Name and/or logo featured on all printed materials
- 🕒 Name and/or logo featured on Derby Day website
- 🕒 Winner's Circle Sponsor's name and/or logo will be featured in all event advertisement
- 🕒 Winner's Circle Sponsors will be prominently featured in Shepherd Center's quarterly magazine *Spinal Column*

### Triple Crown Sponsors—\$10,000

- 🕒 Naming opportunities for smaller tents, stage and parking lot
- 🕒 20 tickets to Derby Day with admission to the Sponsor tent
- 🕒 Name and/or logo featured on Derby Day website
- 🕒 Name and/or logo featured on event signage
- 🕒 Triple Crown Sponsors will be prominently featured in Shepherd Center's quarterly magazine *Spinal Column*



### Platinum Sponsors—\$5,000

- 🕒 Naming opportunities for beverage distribution locations
- 🕒 16 tickets to Derby Day with admission to the Sponsor tent
- 🕒 Name featured on event signage
- 🕒 Name listed on Derby Day website
- 🕒 Platinum Sponsors will be listed in Shepherd Center's quarterly magazine *Spinal Column*



### Blue Ribbon Sponsors—\$2,500

- 🕒 Your name featured on table advertisements at Derby Day
- 🕒 10 tickets to Derby Day with admission to the Sponsor tent
- 🕒 Name featured on event signage
- 🕒 Name listed on Derby Day website
- 🕒 Blue Ribbon Sponsors will be listed in Shepherd Center's quarterly magazine *Spinal Column*

### Gold Cup Sponsors—\$1,000

- 🕒 6 tickets to Derby Day with admission to the Sponsor tent
- 🕒 Name featured on event signage
- 🕒 Name listed on Derby Day website
- 🕒 Gold Cup Sponsors will be listed in Shepherd Center's quarterly magazine *Spinal Column*

### Silver Cup Sponsors—\$500

- 🕒 2 tickets to Derby Day with admission to the Sponsor tent
- 🕒 Name featured on event signage
- 🕒 Name listed on Derby Day website
- 🕒 Silver Cup Sponsors will be listed in Shepherd Center's quarterly magazine *Spinal Column*

### What is the Junior Committee?

In order to help Shepherd Center fulfill its mission, the Junior Committee was formed in 1982 to involve Atlanta business professionals, between the ages of 22-35, in raising money and awareness for Shepherd Center. In 2008, the Junior Committee had over 300 members, all of whom work year round to plan Derby Day, the Junior Committee's main fundraiser for Shepherd Center.

The Junior Committee is committed to improving the lives of people with disabilities by enabling Shepherd Center to offer one of the most dynamic and comprehensive Therapeutic Recreation programs in the country.

For more information on Sponsorship, contact:

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