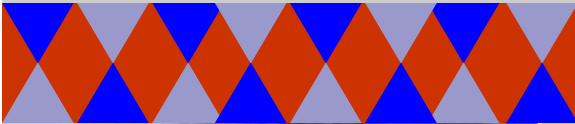


Derby Day

Saturday, May 5, 2012

benefiting
Shepherd Center's Therapeutic
Recreation Program

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 many loyal sponsors. The funds raised through Derby Day directly impact the lives of our patients.



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 inpatient 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.



Shepherd Center
FOUNDATION

SPONSORSHIP OPPORTUNITIES



Presenting Sponsor—\$20,000

Your name accompanying the event name on printing and publicity

(Ex. "Derby Day Presented by Acme Co.") 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 and Derby Day website

Name and/or logo featured in all event advertisements and on directional signs

Presenting Sponsor will be prominently featured in Shepherd Center's quarterly magazine *Spinal Column*

Full page advertisement in new magazine size Derby Day program

Winner's Circle Sponsors—\$15,000

Sponsor Tent, 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 and in all event advertisement

Winner's Circle Sponsors will be prominently featured in Shepherd Center's quarterly magazine *Spinal Column*

Full page advertisement in new magazine size Derby Day program

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 event signage and Derby Day website

Triple Crown Sponsors will be prominently featured in Shepherd Center's quarterly magazine *Spinal Column*

Half page advertisement in new magazine size Derby Day program

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

One third page advertisement in new magazine size Derby Day program (auction donations excluded)

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 and on Derby Day website

Blue Ribbon Sponsors will be listed in Shepherd Center's quarterly magazine

Quarter page advertisement in new magazine size Derby Day program (auction donations excluded)

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