

Run for the Roses

with Mid Atlantic BX

3rd Annual Derby Day
HOLD THE DATE

Saturday
May 1st, 2010

4:00 PM to 10:00 PM

Hollywood Casino at
Penn National Race Course
Grantville, PA

SPONSORSHIPS NOW AVAILABLE!

Hold the date **NOW** because plans are underway for the **BEST KENTUCKY DERBY EXPERIENCE OUTSIDE OF CHURCHILL DOWNS**. And you can be a part of this exciting night from the beginning with your exclusive sponsorship of this event! There will be plenty of food, drinks and seating in the exclusive banquet facility for this memorable evening.

The time is **RIGHT NOW** to sign up for your sponsorship of Derby Day! **This event WILL SELL OUT quickly** and you don't want to miss your opportunity to promote your company name, front and center throughout this event!

Sponsorships are available on many levels, with different benefits associated with each one, so you can choose the promotion that is right for your company. **Up to 300 BX Members and guests are expected** at this event AND you will have **access to the thousands of anticipated attendees at the Hollywood Casino for the Kentucky Derby**, you have the potential to reach vast numbers of Members and non-members alike with your sponsorship.

Packages are available starting as low as \$300, and you will receive high profile promotion of your company. Exclusive details of each valuable sponsorship can be found on the next page! Contact Aaron at the BX right away, because these sponsorships will go quickly, 1.866.499.COOL or Aaron@MidAtlanticBX.com!

Sponsorship Level Selected _____

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Authorized by (signature of person authorizing sponsorship) _____

Method of Payment Check (Payable to Mid Atlantic BX) Credit Card (Visa/MC/AmEx)

Name (as it appears on card) _____

Credit Card # _____ Exp. Date _____

Fax your sponsorship agreement with your payment information to **717.635.2042** or mail to Mid Atlantic BX **2501 North Front Street, Harrisburg, PA 17110**. For additional information contact Aaron at 1.866.499.COOL or Aaron@MidAtlanticBX.com



Run for the Roses

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SPONSORSHIPS AVAILABLE!

Choose Your Sponsorship Package - your sure bet for promotion at Derby Day!

Cocktail Hour \$1,000

{your company name appears here}

Premium signage at the event!

SIX (6) complimentary tickets to the event!

(a value of over \$450)

Recognition on registration forms for the event, sent repeatedly to the entire BX Membership (over 7,000 individuals) from now through the May 1st event!

Acknowledgement in Mid Atlantic BX News & Views, our monthly newsletter, before and after the event!

Notation on our COOL Website, used daily by thousands of Members!

Race Sponsor \$500 (ONLY 4 AVAILABLE)

{your company name appears here}

Official race sponsor for one of the four races following the Derby, includes:

FOUR (4) complimentary tickets to the event!

(a value of over \$300)

Company name printed in the race-day program, available to THOUSANDS OF PEOPLE on the day of the event (including the BX Members AND the general public)!

Your photo with the winning horse!

Acknowledgement in Mid Atlantic BX News & Views, our monthly newsletter, before and after the event!

Notation on our COOL Website, used daily by thousands of Members!

This sponsorship WILL BE HIGHLY VISIBLE TO MEMBERS & NON-MEMBERS throughout Hollywood Casino during Derby Day!

Name Your Drink (Limited Number Available)

Mint Julep \$600 (your company name appears here)

Jack & Coke \$300 (your company name appears here)

Martini \$300 (your company name appears here)

Captain & Coke \$300 H Edward Black and Associates Ltd

Wine \$300 (your company name appears here)

Gin & Tonic \$300 (your company name appears here)

Manhattan \$300 (your company name appears here)

Drink is named after your company!

Your specialty drink listed on upcoming event forms, sent repeatedly to the entire BX Membership (over 7,000 individuals) from now through the May 1st event!

TWO (2) complimentary tickets to the event!

(a value of over \$150)

Acknowledgement in Mid Atlantic BX News & Views, our monthly newsletter, before and after the event!

Notation on our COOL Website, used daily by thousands of Members!

Special signage will feature "your drink" AND whenever YOUR drink is ordered YOUR company is mentioned!

Derby Dollars

Derby Dollars are a wagering voucher redeemable for horse racing at Hollywood Casino at Penn National

\$500 provides **\$2** Derby Dollars / person

Company name printed prominently on the envelope containing your Derby Dollars - distributed to EVERY attendee of the BX event!

TWO (2) complimentary tickets to the event!

(a value of over \$150)

Acknowledgement in Mid Atlantic BX News & Views, our monthly newsletter, before and after the event!

Notation on our COOL Website, used daily by thousands of Members!

Every time someone places a bet with your Derby Dollars, they will see your company name AND if they WIN, they know who to thank!