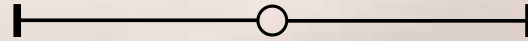




BLUEGRASS

INTERNATIONAL CUP



BENEFITTING
THE FAYETTE ALLIANCE FOUNDATION &
THE UK MARKEY CANCER FOUNDATION

September 10, 2021
Mt. Brilliant Farm



About the Charities

Keeneland Bluegrass International Cup is an annual event benefitting the Fayette Alliance Foundation and the University of Kentucky Markey Cancer Foundation.

Fayette Alliance is a land-use advocacy group dedicated to achieving sustainable growth in Lexington-Fayette County through land-use advocacy, education, and research. We believe that preserving our unique and productive bluegrass farmland, advancing innovative development, and improving our infrastructure are essential to our collective success in Lexington.

UK Markey Cancer Center is Kentucky's ONLY National Cancer Institute-Designated Cancer Center and is in the top 5% of all cancer centers nationwide. UK Markey was recently ranked among the top 50 best cancer centers in the country by U.S. News and World Report, and in 2020 rose to No. 29 in the nation.



FAYETTE ALLIANCE
FOUNDATION, INC.



HealthCare
Markey Cancer Foundation



About the Event

The Keeneland Bluegrass International Cup has been celebrating Lexington's world-class farms, city, and healthcare since 2007. In 2021 we will celebrate the 15th year hosting this storied event.

This annual event is held at Mt. Brilliant Farm, a private horse farm in Lexington, Kentucky that embodies the beauty of horse country.

With Keeneland as the title sponsor, the Bluegrass International Cup is held the Friday before the start of the Keeneland September Yearling sales, the world's largest and most important sale of Thoroughbred racing prospects.



Event Features

In addition to world-class, high-goal polo, the Keeneland Bluegrass International Cup features an open bar and delicious dinner, followed by live music and dancing.

BGIC is preceded by Evening in the Gardens, an intimate dinner and live auction at Mt. Brilliant Farm. Additional sponsorship opportunities are available for that event.





Attendee Demographics

Approximately 600 guests attend the Keeneland Bluegrass International Cup. Attendees are educated, professional men & women, ranging from CEOs to 30-something young professionals. As a group, they have ample disposable incomes. These are key influencers that are largely:

- Philanthropic, socially conscious, and community-minded,
- Interested in high-quality clothing, food, cars, wine, and liquor,
- International Thoroughbred buyers and sellers visiting Lexington for the Keeneland September Sales.

Equestrian competitions are an ideal market for luxury products and services.



PROMOTION





Sponsor Levels Available

\$25,000 Match Sponsor

1 available

- 2 Tables for 10
- 6 tickets to Evening in the Gardens
- Cocktail Napkins with Logo
- Present MVP Trophy
- 2-Minute Speaking Time
- Full Page Ad in Auction Brochure
- On-Field Logo Promotion (Flag)
- Prominent Logo Display in Tent
- Verbal Recognition Throughout Match
- Social Logo Promotion on Fayette Alliance and Markey Accounts
- TV, Radio, and Print Recognition

\$20,000 Team Sponsor

2 available

- 2 Tables for 10
- 6 tickets to Evening in the Gardens
- BGIC Team Naming Rights with Logo on Jerseys
- Present MV Pony Trophy
- 1-Minute Speaking Time
- Full Page Auction Brochure Ad
- On-Field Logo Promotion (Flag and Jerseys)
- Prominent Logo Display in Tent
- Verbal Recognition Throughout Match
- Social Logo Promotion on Fayette Alliance and Markey Accounts
- TV, Radio, and Print Recognition

\$15,000 Tent Sponsor

1 available

- 2 Tables for 10
- 4 tickets to Evening in the Gardens
- BGIC Tent Naming Rights
- 1/2 Page Auction Brochure Ad
- On-Field Logo Promotion (Flag)
- Prominent Logo Display in and Around Tent
- Verbal Recognition Throughout Match
- Social Logo Promotion on Fayette Alliance and Markey Accounts
- TV, Radio, and Print Recognition



Sponsor Levels Available

\$10,000 Chukker Sponsor

6 available

- 1 Table for 10
- 4 tickets to Evening in the Gardens
- 1/3 Page Ad in Auction Brochure
- On-Field Promotion During One Chukker
- Logo Displayed in Tent
- Verbal Recognition at Start and End of Match
- Social Logo Promotion (2 Group Posts) on Fayette Alliance and Markey Accounts

\$5,000 Presenting Sponsor

8 available

- 1 Table for 10
- 2 tickets to Evening in the Gardens
- 1/4 Page Ad in Auction Brochure
- Logo Displayed in Tent
- Verbal Recognition at Start and End of Match
- Social Logo Promotion (2 Group Posts) on Fayette Alliance and Markey Accounts

\$3,000 Divot Stomp Sponsor

10 available

- 1 Table for 8
- Verbal Recognition During Divot Stomp
- Social Logo Promotion (Group Post) on Fayette Alliance and Markey Accounts



MAJOR 2019 SPONSORS



Ready to secure your sponsorship?

Tables are limited. Print deadline for sponsors is July 9, 2021.



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