

SPARC HOPE PRESENTS



Boots & Bowties

A Day at the Races

Churchill Downs

November 7th 2026

Join us for a daytime gala at Churchill Downs in the Starting Gate Suites featuring racing, community, and meaningful impact for single parent families.

Whether it's boots, bows, or bowties, come ready for a stylish afternoon at the races while supporting families working toward stability and independence.

Live Auction | Silent Auction | Bourbon Pull
| Race Day Experience

WHY Sponsor?

MORE THAN AN EVENT, IT'S AN INVESTMENT IN COMMUNITY, VISIBILITY, AND IMPACT.



Boots & Bowties at Churchill Downs brings together Louisville's business leaders, community champions, and race day enthusiasts for a unique daytime gala that blends tradition, hospitality, and heart.

Your sponsorship aligns your brand with a powerful mission and places you in front of a highly engaged audience.



Your partnership helps single parent families cross the finish line toward stability, independence, and hope.

THE SPARC HOPE DIFFERENCE



STRONG COMMUNITY CONNECTIONS

Show your support for single parent families and demonstrate your commitment to building a stronger, more equitable community.



POWERFUL VISIBILITY & RECOGNITION

Your brand will be featured across event marketing, social media, race day promotions, and in front of hundreds of influential guests.



PREMIUM HOSPITALITY EXPERIENCE

Entertain clients, reward employees, and build relationships in an exclusive Churchill Downs setting.



MEANINGFUL IMPACT

Every dollar raised directly supports resources, and wraparound services that help single parents stay in school & create brighter futures.



POSITIVE BRAND ASSOCIATION

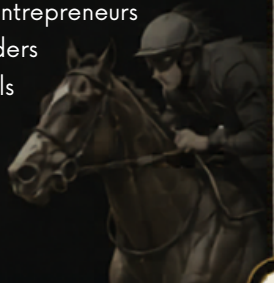
Align your company with a respected nonprofit making necessary change in our community.



YOUR AUDIENCE AWAITS

Our guests are leaders, decision-makers, and changemakers who value community and connection.

- ✓ Business executives & entrepreneurs
- ✓ Community & civic leaders
- ✓ Philanthropic individuals
- ✓ Young professionals
- ✓ Race day enthusiasts



BY THE NUMBERS



125+

Guests from across Louisville and the region



20K+

Social media impressions leading up to and following the event



65%

Graduation rate from parents receiving assistance from the funds raised



Hundreds

of single parents and their children have benefitted from the resourced funded by these events



Generations

Of futures transformed through opportunities paved by the funds raised

When you sponsor Boots & Bowties, you're showing up for families building a better tomorrow.



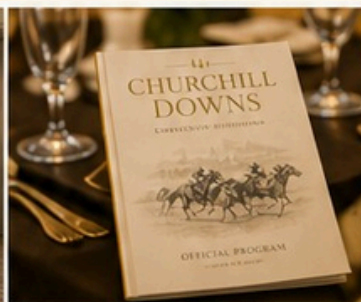


CORPORATE SPONSORSHIP LEVELS

PARTNER WITH PURPOSE, BE SEEN. CHANGE LIVES.

Your sponsorship supports single parent families working toward stability and independence through education and opportunity. Choose the level that fits your goals, and make a lasting impact.

SPONSORSHIP BENEFITS	PRESENTING SPONSOR <i>Exclusive</i>	DERBY SPONSOR	WINNER'S CIRCLE SPONSOR	STARTING GATE SPONSOR	COMMUNITY SPONSOR
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
CHURCHILL DOWNS STARTING GATE SUITES	★ Double Suite (24 Guests)	★ Double Suite (24 Guests)	★ Single Suite (12 Guests)	—	—
PREMIUM TABLES & TICKETS	2 Premium Tables (16 tickets)	1 Premium Table (8 tickets)	1 Reserved Table (8 tickets)	1 Reserved Table (8 tickets)	4 Tickets
NAMING RIGHTS "Boots & Bowties" presented by...	✓	—	—	—	—
OPPORTUNITY TO SPEAK & RECOGNITION FROM STAGE	✓	✓	—	—	—
LOGO ON ALL EVENT MATERIALS & SIGNAGE	✓	✓	✓	✓	Name/Logo
LOGO ON EVENT WEBSITE WITH LINK TO YOUR SITE	✓	✓	✓	✓	✓
RECOGNITION IN EVENT PROGRAM	Full Page Premium Placement	Full Page	Half Page	Quarter Page	Name Listing
RECOGNITION IN PRE-EVENT & DAY-OF SOCIAL MEDIA	Featured Top Placement	Top Placement	Highlighted	Mentioned	Mentioned
LOGO ON STEP & REPEAT / PHOTO AREA	✓	✓	✓	—	—
ACKNOWLEDGMENT IN EVENT PRESS RELEASES	✓	✓	✓	✓	—
FIRST RIGHT OF REFUSAL FOR 2027	✓	—	—	—	—



Let's make an impact together.

Reserve your sponsorship today by contacting Cassie at 502-245-9899 or email at cassie@sparc-hope.org.

