



Rotary   
Club of Gwinnett County

# Event Packet

[GWINNETTROTARY.ORG](http://GWINNETTROTARY.ORG)



**Saturday, May 4th, 2019, 4:00-8:00 PM**

*Event Location – ON THE BIG SCREEN at  
Formetco: 2963 Pleasant Hill Rd., Duluth*

## 2018-19 Fundraiser Charities Being Supported

### Local Charities

This year, the Rotary Club of Gwinnett County is working to impact two of the greatest needs in Gwinnett County...Food Insecurity and Homelessness. We have selected the following four charities who are making a big impact in Gwinnett.



#### **Gwinnett Habitat for Humanity**

A Brush with Kindness Program targeting veteran homeowners in Gwinnett County



#### **The Salvation Army of Gwinnett**

Home Sweet Home Gwinnett program targeting child homelessness in Gwinnett



#### **Nothing but the Truth**

Weekend Food Program targeting elementary and middle school students in Gwinnett County who have been identified as food insecure



#### **United Way of Greater Atlanta in Gwinnett County**

HomeFirst Gwinnett Initiative addressing homelessness and affordable housing needs in Gwinnett

### International Efforts



10% of our net fundraising efforts this year will go towards Rotary International's effort to eradicate Polio

#### **How Can You Help**

- Attend the Event
- Make a Donation
- Be a Sponsor
- Provide a Silent Auction Package
- Provide an in-kind Donation

Visit our website to help at [www.gwinnettrotary.org](http://www.gwinnettrotary.org)



## Member Challenge



**Why:** To be an inspiration and make a difference in our community!

**How:** By having fun, raising money, and giving back to local non-profits in Gwinnett County

**When:** May 4, 2019

**Where:** Formetco

**Time:** 4:00 – 8:00 p.m.

**Call to Action:** *Be a 'Derby Challenger'* (our goal is to have 100%-member participation)

1. Mark your calendar and plan to attend the 2019 2nd Annual Derby Down South Party
2. Pledge to attend the event or make a \$100 cash donation.
3. Provide a \$20 or higher value bottle of wine or whiskey. We will auction off wagons of wine and whiskey at the Derby party
4. Invite guests to attend





## Our Approach to Winning this Derby

Each Rotarian is part of a Derby team, with a jockey to lead us to the winner's circle

### Jockeys

1. Discuss sponsorship targets to avoid multiple Rotarians pursuing the same person/ organization. Each Jockey to provide Kelly & Rich their list of sponsorship targets by October 9th for approval by October 16th. Approved targets 'protected' for that team until November 30th (or longer) if team has engaged target in a meaningful manner
2. Drive your team members to all achieve the 'Member Challenge' and to sell sponsorships, secure additional donations of cash or items (gift cards, auction items, etc.) and sell tickets to the event

### Members

1. Be a 'Derby Challenger'
2. Help sell sponsorships in concert with your team
3. Get cash donations, gift cards, auction items, etc. for the event

## Team & Member Recognition

### Winning Jockey Team Award (Goal is a minimum of \$10,000 per team)

Criteria:

1. Team that achieves the most cash and in-kind donations
2. All team members MUST achieve 'Derby Challenger level for team to be eligible for the award

### Member Awards for Win, Place & Show

1. Top 3 individuals, regardless of team they are on, that achieve the most cash and in-kind
2. Must be a 'Derby Challenger' to be eligible to win these awards



## Winner's Circle Awards

### Winning Team Award

1. Lunch at a future Rotary meeting, at our exclusive Winners table, served by the losing Jockeys
2. Team 'experience' event such as movie studio tour or sporting event...more to come
3. Possession of the Derby Down South Golden Jockey Whip until May 2020

### Member Awards for Win, Place & Show

- Bottle of Woodford Reserve Bourbon (hopefully the 2019 Kentucky Derby vintage) to the winner, wine or other liquor to 2nd and 3rd place





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## **5 Easy Ways to help your team reach its goal of \$10,000**

*Every team has a \$10,000 goal and 10 team members. Do the math and that means in addition to your individual member challenge, you'll need to find \$900 in revenues to contribute towards your team goal.*

*This is so much easier than you think AND...we really can have a ball doing it! (shocking I know...)*

### **EASY WAY #1 – Start early!**

Sure the Derby isn't until May, but potential sponsors and silent auction donors do so much better with a little notice. (i.e. some company's may have money they need to spend before year-end while others may need to "write you in" to their budgets for next.) Each one of us need to make a goal to have a list of at least 10 cash sponsors to target and 10 in-kind or silent auction items folks to target by October 15th. (Jockeys, a brief team meeting on Tues October 16th right after Rotary would be a great way to keep us all accountable!) If we get this early start part right, EVERYTHING goes so much easier from there!

### **EASY WAY #2 – mind-map your cash peeps.**

Who do you know well that has the ability and compassion to sponsor an event like this?

- Your successful family members, friends and neighbors who may own businesses or have C level influence
- Peers and friends in your industry + Your vendors + Your competitors
- Who have you heard about lately expressing an interest to get more involved in our community?
- What businesses or individuals currently support the charities this event is supporting?

### **EASY WAY #3 –Get creative and have FUN!**

- Spring for a LIMO - Rent a limo or party bus for the night and invite your 5 favorite couples (or however many the limo/bus will hold) to come enjoy a great evening for a great cause with you – Only \$200 per couple.
- Get the whole family involved! - Have You Been Meaning to Purge? Have a garage sale and donate the proceeds to the 3 charities we are giving the money to. Have a jar visible for people who just want to give a donation. If you have kids include a snack bar and let them run it! (the last few times I've had a garage sale the snack bar brought in almost as much cash as our items for sale!)
- Change for a change! - Set up a special jar at home and/or at your place of business. Have everyone donate all their change each week to the 3 charities we are supporting. You might be surprised how much you will raise over 7 months.
- Model a giving spirit for your employees - If you own a place of business invite the charities to come in and as part of your regular staff meetings and give a brief overview of their work. (You could spread these out over time)... Offer to match any donation made by your employee as well as maybe sweeten the pot by giving a “work from home day” or “leave a little early day” for those who give \$50 or more. ( you decide the dollar amount.)

### **EASY WAY #4 – GO Old School & Write a Letter.**

Write a letter challenging all the people in your mind map to give a donation towards this event and the 3 charities we are supporting. Let them know that you have given and this is important to you. Make it personal and challenge them by saying, “I am sending this out to xx number of people. Whoever steps up with the largest gift or sponsorship by {give a date/deadline} will receive a dinner for your family made by ME. I smoke a mean butt!” (or whatever your specialty dish is). Remember to make it personal. Let them know you are giving and by all means HAVE FUN WITH IT! We all need a little more FUN in our lives! *(I will provide a sample letter that folks can edit and make their own.)*

### **EASY WAY #5 – Seek out in-kind gifts or gifts for our silent auction.**

Again, look at your mind map. Also think about all the places you frequent or things that you enjoy. Asking in person is always best, but I have found that having a letter/flyer you can leave behind explaining why you are asking, who's benefiting and the tax benefit is great to have with you. In the letter/flyer always include a well-padded deadline and your contact info. *(I am happy to draft this as well)* Ideally our members would have this on hand so asking is easy/natural as they go about their days.



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# Sponsorship Packet



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## Sponsor Packages

### Presenting Sponsor - \$10,000

- Top billing and company promotion anytime event is mentioned in print/media/online
- On site logo/presenting sponsor recognition on the BIG SCREEN throughout the event
- Special welcome from Rotary President and opportunity for 2 minute “commercial” for your company at event
- Feature story in newsletter/bulletin
- Sponsorship Promoted via Gwinnett Rotary facebook account
- Sponsorship promoted in all weekly newsletter/bulletin editions prior to event
- 10 complimentary tickets (\$1,000 value)
- 5 commemorative “DERBY DOWN” lowball glasses

### Triple Crown Sponsor - \$5,000

- On site sponsor recognition on the screens throughout the event
- Special thank you from Rotary President during the event
- Sponsorship Promoted via Gwinnett Rotary facebook account
- Sponsorship promoted in all weekly newsletter/bulletin editions prior to event
- 5 complimentary tickets (\$500 value)
- 3 commemorative “DERBY DOWN” lowball glasses

### Run for the Roses Sponsor - \$2,500

- On site sponsor recognition on the screens throughout the event
- Sponsorship Promoted via Gwinnett Rotary facebook account
- Sponsorship promoted in all weekly newsletter/bulletin editions prior to event
- 3 complimentary tickets (\$300 value)
- 2 commemorative “DERBY DOWN” lowball glasses

### Mint Julep Sponsor - \$1000

- On site sponsor recognition on the screens throughout the event
- Sponsorship Promoted via Gwinnett Rotary facebook account
- Sponsorship mentioned in all weekly newsletter/bulletin editions prior to event
- 2 complimentary tickets (\$200 value)
- 1 commemorative “DERBY DOWN” lowball glasses

## Always Dreaming Sponsor - \$500

- Sponsorship Promoted via Gwinnett Rotary facebook account
- Sponsorship mentioned in all weekly newsletter/bulletin editions prior to event
- 2 complimentary tickets (\$200 value)

## Additional Information:

- Single tickets \$100
- Single Tickets for YP's (young professionals under 35years of age) may be available after January 1st @ \$65
  - Rotaract members can purchase ahead of January 1st

# Payment Information

Contact Name & Title: \_\_\_\_\_

Company (as you would like it to appear in program): \_\_\_\_\_

Who from our club spoke with you about this sponsorship opportunity? \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Preferred email: \_\_\_\_\_

Preferred phone: \_\_\_\_\_

RC Invoice     Check     Cash     Credit Card    TOTAL AMOUNT: \$ \_\_\_\_\_

*Make checks payable to Community Foundation for Northeast Georgia*

Credit Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVS: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

*Please return completed form to:*

**Rotary Club of Gwinnett County, Attn: Kentucky Derby Party**

**6500 Sugarloaf Parkway, Suite, 220A Duluth, GA 30097**

*Or scan and email to: [kbrewer@eagleranch.org](mailto:kbrewer@eagleranch.org)*

*For questions, call or email: Steve McCart, 678-557-6801 or [steve@stpress.com](mailto:steve@stpress.com)*