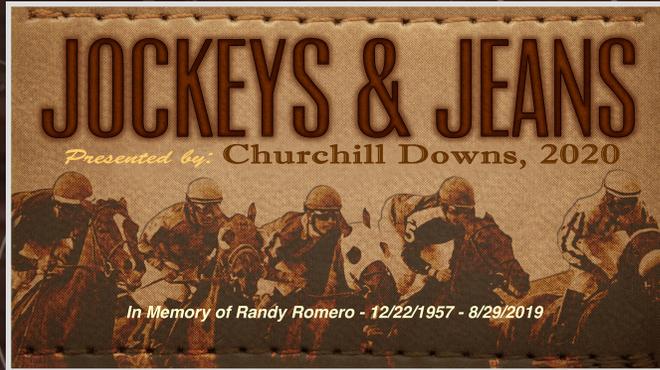
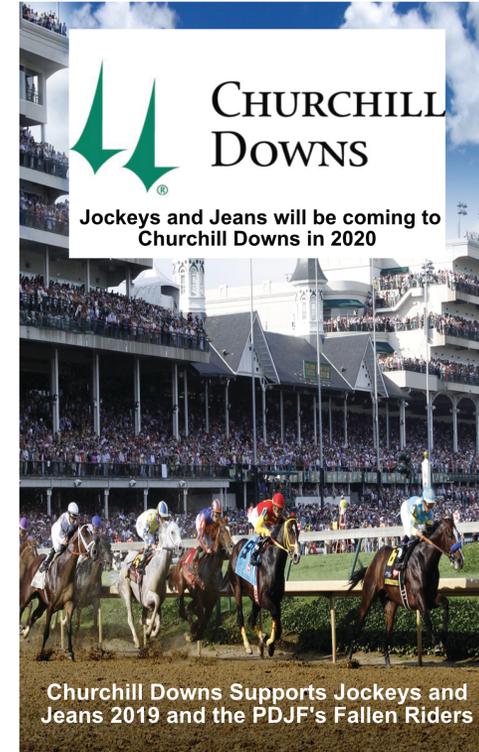


2020 JOCKEYS AND JEANS SPONSORSHIP PACKAGES TO BENEFIT THE PERMANENTLY DISABLED JOCKEYS FUND

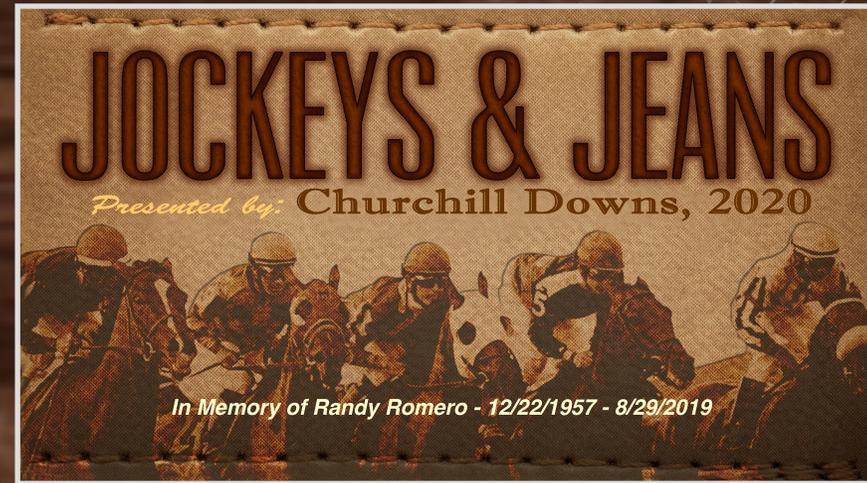


In memory of
Randy Romero



Event Date: June, 27th 2020

WHO WE ARE



- Jockeys and Jeans is a stand-alone organization founded by a group of former jockeys. They seek to raise awareness of the inherent dangers of race riding, aid their injured brothers and sister riders and host a fundraising event that recognizes and honors the efforts and accomplishments of severely injured riders who each day fight and win the battle against disability.
- Thanks to the generosity of the racing community, Jockeys and Jeans raised a record \$208,000 for the Permanently Disabled Jockeys Fund last year. After raising some \$150,000 in our second stallion season sale this year, we have in our six-year history raised over \$1,400,000.
- Our seventh annual Jockeys and Jeans fundraising event is set for June 27th, 2020 at Churchill Downs near Louisville, KY. Approximately 17 Hall of Fame riders are scheduled to attend and honor six former jockeys as they rebuild their lives following catastrophic racing injuries.

OUR VENUE: CHURCHILL DOWNS



- On June 27th, 2020, the seventh annual Jockeys and Jeans Fundraising Event will be held at Churchill Downs in Louisville, KY. Now In its seventh year, our expectations will be taken over the top at Churchill Downs. The highlight of this year's event will include Hall of Fame jockeys that have won multiple Triple Crown races.
- Attendance for the Jockeys and Jeans fundraising event at Churchill Downs will include notable leaders in the horse racing industry, local and regional government leaders, racing fans and executives of Churchill Downs. Our goal is to raise as much support, awareness, and money for the Permanently Disabled Jockeys Fund as possible, while at the same time enjoying great food, drink, and live racing with old and new acquaintances.

ABOUT CHURCHILL DOWNS

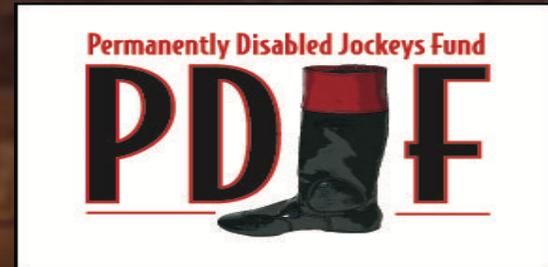
Known as the home of the Kentucky Derby and the Kentucky Oaks.

Churchill Downs Racetrack conducts Thoroughbred horse racing in Louisville, Kentucky during three race meets in the Spring, September, and the Fall. The racetrack occupies 147 acres, featuring a one-mile dirt, oval racetrack and a seven furlong turf race course. The backside barns located behind the racetrack house more than 5,000 horses each year. Thoroughbred racing, the Kentucky Derby, and the Kentucky Oaks have run continuously at Churchill Downs Racetrack since 1875. In addition, Churchill Downs Racetrack has hosted the Breeders' Cup World Championship eight times.

Over the course of three centuries, the track has completed several massive renovation projects to modernize its venerable grandstand and clubhouse and to accommodate its more than 165,000 guests on Kentucky Derby Day. Modernization projects have included the construction of private luxury suites and integrated simulcast areas, the installation of permanent lights to operate night-time race programs, and building The Big Board – the world's largest 4k video screen. The Twin Spires that sit atop the grandstands remain the most recognizable architectural feature of Churchill Downs and serve as a symbol of the racetrack. The spires were designed by architect Joseph Dominic Baldez and were built in 1895 – they shine across the world's most legendary racetrack each night.

PDJF

- The Permanently Disabled Jockeys Fund (PDJF) is a 501(c)(3) public charity that provides financial assistance to some 60 former jockeys who have suffered catastrophic on-track injuries. Since its founding in 2006, the fund has disbursed over \$10 million to permanently disabled jockeys, most of whom have sustained paralysis or brain injuries.
- The Permanently Disabled Jockeys Fund (PDJF) was incorporated in the spring of 2006. It was a collaborative effort of many leaders in the horse racing industry, including race tracks, jockeys, horsemen, and many others who had a vision of a program that would bring much-needed financial assistance to a group of athletes who have given so much to the sport of horse racing.



HALL OF FAME PARTICIPANTS

- Laffit Pincay Jr. (KY Derby, Belmont, and Breeders' Cup Winning Jockey)
- Mike Smith (2018 Triple Crown, Santa Anita Oaks and Santa Anita Derby)
- Pat Day (KY Derby, Belmont, Preakness, and Breeders Cup' Winning Jockey)
- Chris McCarron (KY Derby, Belmont, Preakness, and Breeders' Cup Winning Jockey)
- William Boland (Kentucky Derby Winning Jockey)
- John Rotz (Belmont, Preakness, Florida Derby)
- Jorge Velasquez (KY Derby, Breeders' Club Classic, Preakness)
- Sandy Hawley (Alabama, Whitney, Hollywood Gold Cup)
- Jacinto Vasquez (Kentucky Derby, Wood Memorial)
- Julie Krone (Belmont Stakes, Breeders' Cup, Arlington Classic)
- Steve Cauthen (Triple Crown, 2,000 Guineas, Epsom Derby twice, St. Leger Stakes three times and the Whitney Handicap.)

HALL OF FAME PARTICIPANTS

- Gary Stevens (Kentucky Derby three times, Preakness Stakes three times, the Belmont Stakes three times and eight Breeders' Cup races.)
- Ramon A. Dominguez (Three Breeders' Cup races, Man o' War Stakes, Manhattan Handicap, Beldame Stakes, Remsen Stakes and Arlington Million)
- Don Pierce (Santa Anita Handicap four times, five consecutive runnings of the Los Angeles Handicap, Del Mar Debutante and Hollywood Oaks four times each)
- Earlie Fires (Florida Derby and Jersey Derby, Arlington Matron Stakes (5), a second Florida Derby, the Breeders' Futurity Stakes, Santa Barbara Handicap, Arlington Handicap (2), Spinster Stakes, Lincoln Heritage Handicap (7), Isaac Murphy Handicap (3), Alabama Stakes,)
- Walter Blum (Whitney Handicap, Santa Anita Derby, Frizette (2), Prioress, Tremont Stakes, Brooklyn Handicap, Metropolitan Handicap (2), Schuylerville, Test, Beldame, Coaching Club American Oaks, Mother Goose, Arlington Handicap, Florida Derby and Monmouth Oaks.)
- Bobby Ussery (Travers Stakes, Whitney Handicap, Alabama Stakes and the Queen's Plate, Preakness Stakes and Florida Derby and rode champion Hail to Reason to a win the Hopeful Stakes.)
- Victor Espinoza, Triple Crown aboard America Pharaoh, Arlington Million, he Santa Anita Derby, Hollywood Derby, Dubai World Cup and Pacific Classic, among others)

EVENT DETAILS

- Expected attendance for the special event will be between 200-300 guests, and will be held in the in the Clubhouse. Entertainment will be in the form of live racing, with scheduled autograph sessions with Hall of Fame Jockeys and other celebrities. As lunch is served, silent and live auctions will also take place, with all proceeds going to the Permanently Disabled Jockeys Fund.
- Special guests will also include fallen rider Michael Straight who was an extremely promising jockey before being paralyzed in a racing accident in August 2009. Michael will be one of our honored guests at Jockeys and Jeans.
- Straight and his twin brother, Matthew (who is also a jockey), grew up near Saratoga and both fell in love with racing. Both brothers graduated from Chris McCarron's North American Riding Academy. Michael started his career in 2009 at Tampa Bay Downs, site of the first Jockeys and Jeans PDJF fundraiser.
- He won an impressive 17 races, becoming the meeting's leading apprentice. He moved to Arlington Park where he won enough races to attract the attention of prominent West Coast agent Vince DeGregory and was ready to move on to the Southern California circuit when his accident occurred.
- Straight also suffered a traumatic brain injury and was in a coma for six weeks. He did extensive rehab in Lexington, KY and in recent weeks moved to Hollywood, Florida where he said he hopes to find work in racing. "I'm 100 percent besides the fact I can't walk," he said. "I've got to stay positive."



SPONSORSHIP DETAILS

- **Solo Sponsorship - \$750.00 (For non-corporate only)**
- Name placed on Jockeys and Jeans Sign
- Recognition on Jockeys and Jeans Facebook and web page
- 1 admission tickets to Jockeys and Jeans at Churchill Downs
- Recognition in Jockeys and Jeans race day program

- **Solo Corporate Sponsor - \$750.00**
- Name placed on Jockeys and Jeans Sign
- Recognition on Jockeys and Jeans Facebook and web page
- 2 admission tickets to Jockeys and Jeans at Churchill Downs
- Recognition in Jockeys and Jeans race

If a sponsor would like to donate an item for our auction please
email jockeysandjeans@gmail.com

SPONSORSHIP DETAILS

Bronze Corporate Sponsor - \$1,000

- Name Placed on Jockey and Jeans sponsor sign
- 1/4 Page full color advertisement in Jockeys and Jeans Program
- Recognition on Jockeys and Jeans Facebook and web page
- 4 admission tickets to Jockeys and Jeans at Churchill Downs
- Recognition in Jockeys and Jeans race day program
- Inclusion in the Jockeys and Jeans Multi-Media production

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SPONSORSHIP DETAILS

- **Silver Corporate Sponsor - \$2,500**
- Name placed on Jockey and Jeans sponsor sign
- 1/2 Page full color advertisement in Jockeys and Jeans Program
- Recognition on Jockeys and Jeans Facebook and web page
- 6 admission tickets to Jockeys and Jeans at Churchill Downs
- Inclusion in the Jockeys and Jeans Multi-Media production
- Company name and logo listed on Jockey and Jeans Hall of Fame page
- Hall of fame rider will join their table
- Company name listed as a sponsor on Jumbotron

If a sponsor would like to donate an item for our auction please email:
jockeysandjeans@gmail.com

SPONSORSHIP DETAILS

Gold Corporate Sponsor - \$5,000

- Name placed on Jockey and Jeans Sponsor Sign
- Full Page full color advertisement in Jockeys and Jeans Program
- Recognition on Jockey and Jeans Facebook and web page
- Complimentary Table (8) including Hall of Fame jockey
- Recognition in Jockeys and Jeans race day program
- Inclusion in the Jockeys and Jeans Multi-Media production
- Company name listed on Jockey and Jeans Hall of Fame page
- Company name listed as a sponsor on Jumbotron
- Newspaper advertisements, direct mail, e-mail inclusion
- Recognized as Sponsor of the Jockeys and Jeans Event within all relative media outlets

If a sponsor would like to donate an item for our auction please email:
jockeysandjeans@gmail.com

SPONSORSHIP DETAILS

- **Corporate Presenting Sponsor - \$7,500**
- Recognized as Presenting Sponsor of the Jockeys and Jeans Event within all relative media outlets
- Name Placed on Jockey and Jeans Sponsor Sign
- Recognition on Jockey and Jeans web page and Facebook page
- 1 Complimentary Table (10) including Hall of Fame Jockey
- Full Page full color advertisement in Jockeys and Jeans Program
- Inclusion in the Jockeys and Jeans Race Trophy presentation with name and logo included in program
- Company name listed on Jockey and Jeans Hall of Fame page
- Newspaper advertisements
- Jumbotron logo placement
- Radio - :10 second tags at the conclusion of applicable spots
- Direct mail and e-mail inclusion
- Press Releases
- On-site/event recognition and branding
- Social Media postings for Churchill Downs Racing's Facebook Fans

SPONSORSHIP DETAILS

Major Corporate Sponsor - \$25,000

- Recognized as Presenting Sponsor of the Jockeys and Jeans Event within all relative media outlets
- Name Placed on Jockeys and Jeans Sponsor Sign
- Recognition on Jockey and Jeans web page and Facebook page
- 2 Complimentary Tables (10) including Hall of Fame jockey
- Full Page full color advertisement in Jockeys and Jeans Program(Inside front cover)
- Inclusion in the Jockeys and Jeans Race Trophy presentation with name and logo included in program
- Company name listed on Jockey and Jeans Hall of Fame page
- Newspaper advertisements
- Jumbotron logo placement
- Radio - :10 second tags at the conclusion of applicable spots
- Direct mail and e-mail inclusion
- Press Releases
- On-site/event recognition and branding
- Social Media postings for Churchill Downs Racing's Facebook Fans
- Inclusion in the Jockeys and Jeans Multi-Media production