



BLUEGRASS
BOURBON

Night

BENEFITING
MAKE A WISH OF KENTUCKY
CENTRAL KENTUCKY RIDING FOR HOPE

SPONSORSHIP
OPPORTUNITIES

www.charitiesforkentucky.org



What is the Bluegrass Bourbon Night?

The Bluegrass Bourbon Night is a NIL charity fundraiser featuring University of Kentucky athletes and coaches benefiting the **Charities For Kentucky**, a non-profit 501c3 Charitable NIL organization. This unique bourbon experience will feature top-shelf bourbons and cocktails from renowned Kentucky mixologists. These will be paired with delectable bites and small plates. Guests will have the opportunity to sample a variety of different bourbons, meet bourbon celebrities from across the Bluegrass, all while rubbing elbows with numerous University of Kentucky athletes and coaches. More importantly, a portion of the proceeds from this event will directly benefit our partner charities Make a Wish of Kentucky and Central Kentucky Riding for Hope. Benefiting Organizations



A wish experience can be a game-changer for a child with a critical illness. This one belief guides us in everything we do at Make-A-Wish. It inspires us to grant life-changing wishes for children going through so much. It compels us to be creative in exceeding the expectations of every wish kid. It drives us to make our donated resources go as far as possible. Most of all, it's the founding principle of our vision to grant the wish of every eligible child.



Central Kentucky Riding for Hope is dedicated to enriching the community by improving the quality of life and the health of children and adults with special physical, cognitive, emotional and social needs through therapeutic activities with the horse.

About Charities for Kentucky.

Charities For Kentucky is a non-profit organization founded to raise money for worthy organizations across the Commonwealth while partnering with University of Kentucky student-athletes willing to offer their Name, Image, and Likeness to promote the effort. Our group has been recognized and recommended by University of Kentucky Athletics as one the NIL organization that supports UK Athletes in NIL. As a group of passionate, dedicated, and loyal Kentucky fans we believe Charities For Kentucky will inspire BBN to raise money for important causes that need funding. Our partnership with the UK student-athletes will allow BBN to provide various NIL opportunities to UK student-athletes while giving back to various charities, organizations, and the people of Kentucky.



Sponsorship Level	Title	Platinum	Gold	Silver
Top Billing	Listed as Bluegrass Bourbon Night Presented By (your Business)			
Private VIP Experience with Preston VanWinkle	8 Tickets to the VIP Pre Event Reception	8 Tickets to the VIP Pre Event Reception	4 Tickets to the VIP Pre Event Reception	
Premium Seating	Table for 8 with Premium Placement during the event	Table for 8 with Premium Placement during the event	Premium table for 8 guests	Premium table for 8 guests
UK Athlete & Coach Hosts	Two Celebrity UK Guests from Football or Basketball Athlete & Coach	Two Celebrity UK Guests from Football or Basketball Athlete & Coach	Two Celebrity UK athletes or coaches	One Celebrity UK athletes or coach
VIP Bourbon Tableside	Hand selected 750 ml bottle of curated bourbon presented tableside	Hand selected 750 ml bottle of curated bourbon presented tableside		
Event Advertising	Your Logo Placed on all print and media advertising	Your Logo Placed on all print and media advertising	Your Logo Placed on all print and media advertising	
Event Presence -The opportunity to speak at the event and display promotional materials	The opportunity to speak during the event			
Event Welcome -Special recognition during the opening of the event	Special recognition throughout the evening as the title sponsor of the event	Special recognition throughout the evening.		
Event Program	One (1) full page advertisement in event program	One (1) full page advertisement in event program	1/2 Page advertisement in event program	1/4 Page advertisement in event program
Mobile Bidding Website	Logo displayed on mobile auction platform	Logo displayed on mobile auction platform		
Website/Email Communication	Logo and name included in all email communication	Logo and name included in email communication	Logo and name included in email communication	
Social Media	Inclusion on all social media platforms, Facebook, Twitter, Instagram	Inclusion on all social media platforms, Facebook, Twitter, Instagram	Inclusion on social media platforms, Facebook, Twitter, Instagram	Inclusion on social media platforms, Facebook, Twitter, Instagram
Custom GOBO lighting featuring Your Logo	Customized GOBO lighting featuring Your Logo			
Tickets to the Event	8 Open Seating Tickets to the event to distribute for promotional purposes	5 Open Seating Tickets to the event to distribute for promotional purposes		
INVESTMENT	\$ 10,000.00	\$ 7,500.00	\$ 5,000.00	\$ 2,500.00



Print Sponsor \$5,000

One (1) Table for 8 guests, Celebrity University of Kentucky Guest, 1/2 Page ad in program, recognition during the event. Company name and logo on event lanyard and event program.

Couples Package \$650

Two (2) tickets at a table with Celebrity University of Kentucky Guests

VIP Bourbon Tasting Ticket \$600

One (1) VIP Ticket at a Premium Table with Two Celebrity University of Kentucky Guests, One (1) VIP Bourbon Tasting Ticket to Exclusive Pre Event with Host Preston Van Winkle and UK Athletes and Coaches.

Bluegrass Bourbon Night Event Ticket \$250

One (1) Ticket at open seating Bar Top Tables



SPONSORSHIP FORM

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Cellular _____

Email _____

Title
\$10,000

Platinum
\$7,500

Gold
\$5,000

Silver
\$2,500

Additional Options

- Print Sponsorship \$5,000
- Couples Package. \$650
- VIP Bourbon Tasting & Event \$600
- Bluegrass Bourbon Night Ticket \$250

Checks payable to Charities For Kentucky (Enclosed) or Via Charge:

Card No. _____ Exp: _____

Name on Card _____

Address Associated with Card: _____

CVC Code _____

Authorized Signature _____