

15th Annual
PRS
Kentucky Derby Benefit
 May 1, 2010 • McLean, Virginia

Support PRS – sponsor its annual benefit!

PRS, Inc. is the *premier* Northern Virginia nonprofit organization providing community-based support services for people with mental illness. Established in 1963, PRS is guided by the belief (supported by results achieved) that, with appropriate supportive services, people **can recover from severe mental illness, achieve self-sufficiency and live fuller lives.**

All proceeds from the 15th Annual PRS Kentucky Derby Benefit support PRS programs to:

- Help PRS clients learn job skills, build relationships, and find support
- Enable clients to set and achieve personal goals
- Provide case management services, assessment and counseling, and career counseling and resources
- Provide supported housing and other residential services.

Join us for an exhilarating afternoon: elegant hors d'œuvres - delicious desserts - tempting beverages - live entertainment - unique silent and live auction prizes - wagering on the ponies (50/50 raffle) - viewing the 136th running of the Kentucky Derby.

In addition to the benefits listed below, **all sponsors receive recognition in the PRS News newsletter**, sent to 3,000 local officials, businesses and supporters, **by media sponsor**, and **recognition on the PRS website**, www.prsinc.org.

EVENT SPONSORSHIPS

SPECIALTY SPONSORSHIPS

Triple Crown Sponsor - \$10,000 (limit 1)

- Title sponsorship: event is presented by [your company], company name on all printed materials and in all media and promotions
- Recognition from podium prior to commencement of live auction
- Two-page ad in event program
- Twelve tickets to the event with reserved seating

Run for the Roses Sponsor - \$5,000

- Company name in all media and promotions
- Recognition from podium prior to commencement of live auction
- Full-page ad in event program
- Eight tickets to the event

Champion Sponsor - \$2,000

- Company name in all media and promotions
- Half-page ad in event program
- Four tickets to the event

Winner's Circle Sponsor - \$1,000

- Quarter-page ad in event program
- Two tickets to the event

Infield Sponsor - \$500

- Two tickets to the event
- Listing in event program

Wagering Table Sponsor - \$2,500 (limit 1)

- Signage on Wagering Table throughout event
- Company name in all media and promotions
- Recognition from podium prior to commencement of live auction
- Recognition in event program
- Four tickets to the event

Mint Julep Sponsor - \$1,000 (limit 1) **Sorry - SOLD!**

- Signage on Mint Julep Bar throughout event
- Company name in all media and promotions
- Recognition in event program
- Two tickets to the event

Shrimp & Oyster Bar Sponsor - \$1,000 (limit 1)

- Signage on Shrimp & Oyster Bar throughout event
- Company name in all media and promotions
- Recognition in event program
- Two tickets to the event

Derby Gift Glass Sponsor - \$500 (limit 1)

- Advertising insert in Gift Bags given to all attendees
- Recognition in event program

Individual Tickets - \$100 each for payments received on/before April 16; \$125 each after April 16

I would like to:

- sign up as a _____ Sponsor. purchase _____ individual tickets.
- make a tax-deductible donation to PRS, Inc. in the amount of \$_____.

Total commitment: \$_____

_____ My check, payable to PRS, Inc., is enclosed.

Please charge my _____ Visa _____ MasterCard.

Contact Name _____

Number _____ Exp. _____

Sponsor Name _____
company name (as you would like it to appear in printed materials)

Name on Card _____

Address _____

Signature _____

City, State, Zip _____

Please return this form via fax to 703-448-3723 or mail to:

Phone _____

Tammy De Martino, PRS, Inc.
1761 Old Meadow Road, #100, McLean, VA 22102

E-mail _____

You will be contacted shortly to coordinate ad copy. For more details about sponsorships, please call 703-531-6321 or e-mail tdemartino@prsinc.org.