

**Louisville Metro Council
Originated NDF**

Primary Council Member: Councilwoman Cindi Fowler

Appropriation Amount: \$2,500.00

Specifically describe the charge to NDF attaching supporting documentation to fully describe the expenditure and describe the public purpose:

Neighborhood Development Funds will be used to help sponsor the Annual Riverside Mayor's Derby Brunch on the River, and event held by Riverside, the Farnsley-Moreman Landing, Inc. Riverside, the Farnsley-Moreman Landing, Inc. is a 501C3 non-profit of an historic property in Southwest Jefferson County that provides many educational and cultural experiences for our

Entity Hosting Event: Riverside, the Farnsely-Moreman Landing, Inc.

Entity Mailing Address: 7410 Moormen Road, Louisville, KY 40272

Entity Contact: Patti Linn

Contact Phone: (502) 935-6809

Attachment required:

- **Sponsorship of an event:** Attach an event flyer and/or details regarding how the event was publicized.
- **Admittance to an Event:** Attach a list of persons whose admission was paid by this expenditure.
- **Fundraiser:** Specifically disclose how the net proceeds of this fundraiser will be used.

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose.

14		\$1,250.00	3/9/23
District #	Primary Sponsor Signature	Amount	Date
Appropriations Committee Chair		Date	

List below any personal or business relationship you, your family or your legislative assistant have with this organization, its volunteers, its employees or members of its board of directors.

Applicant/Program: Riverside, the Farnsley-Moreman Landing, Inc/Mayor's Derby Brunch

List below any personal or business relationship you, your family or your legislative assistant have with this organization, its volunteers, its employees or members of its board of directors.

District 1	_____	\$ _____
District 2	_____	\$ _____
District 3	_____	\$ _____
District 4	_____	\$ _____
District 5	_____	\$ _____
District 6	_____	\$ _____
District 7	_____	\$ _____
District 8	_____	\$ _____
District 9	_____	\$ _____
District 10	_____	\$ _____
District 11	_____	\$ _____
District 12	_____	\$ _____
District 13	_____	\$ _____
District 14	<i>Rick Blackwell</i>	\$ 1,250
District 15	_____	\$ _____

RIVERSIDE

THE FARNSELY-MOREMEN LANDING

January 24, 2023

Metro Councilwoman Cindi Fowler
District 14
601 West Jefferson Street
Louisville, KY 40202

Dear Councilwoman Fowler:

We are thrilled to be making plans to hold Riverside's 18th "Mayor's Derby Brunch On the River" on **Sunday, April 30, 2023!** We hope that you will consider being one of the sponsors of this wonderful event this year.

We look forward to gathering to celebrate the Derby and the return of spring—and to highlight the exciting project to expand our Visitors Center. Please be a part of this special event.

For nine years now, the brunch has been an Official Kentucky Derby Festival event, and our newly elected Mayor Craig Greenberg will serve as Honorary Host! WAVE 3's Dawne Gee, proud life-long resident of Southwest Louisville, will be our Mistress of Ceremonies.

This festive and fun celebration features an authentic Kentucky breakfast, music, a brief live auction, tours of the historic Farnsley-Moremén House, tours of the new Moremén Family Chapel site and a silent auction.

This is an excellent opportunity to support an important educational and cultural resource in our community: Riverside, the Farnsley-Moremén Landing. All proceeds from the event will go toward furthering Riverside's mission and programs. Riverside, the Farnsley-Moremén Landing, Inc. is a 501-c-3 nonprofit organization, and all donations are tax-deductible to the extent the law permits.

This is southwest Louisville's Derby celebration! Be a part of it.

Please review the enclosed information about sponsorship opportunities at this year's brunch. We hope we can count on your support and involvement. If you have any questions, feel free to call Patti Linn at Riverside (502/935-6809).

Thank you so much for your consideration of this request.

Sincerely,



Carmen Miller, Chair
Riverside, the Farnsley-Moremén Landing, Inc.

RIVERSIDE

THE FARNSLEY~MOREMEN LANDING

SPONSORSHIP OPPORTUNITIES:

Mayor's Derby Brunch On the River
An Official Kentucky Derby Festival Event
With Honorary Host Mayor Greg Fischer
Sunday, May 1, 2022



\$15,000 Title Sponsorship

- Top billing on all appropriate published and printed materials, i.e., invitations, programs, newsletters, etc. (featuring your logo), including Kentucky Derby Festival materials where possible
- Two tables for eight (8) at the event with sponsorship signs
- Free full-page company advertisement in the event program
- Acknowledgement by the Emcee at the event
- Logo on event gift bags for all event guests (400+)
- Opportunity to include giveaways in guest gift bags
- Top billing on all sponsor boards/banners for the event

\$10,000 Platinum Sponsorship

- Two tables for eight (8) at the event with sponsorship signs
- Prominent placement on all publications, i.e., newsletter, invitations, event program, sponsor boards
- Free 3/4 page company advertisement in the event program
- Acknowledgement by Emcee at the event
- Opportunity to include giveaways in guest gift bags (400+ people)

\$5,000 Gold Sponsorship

- Two tables for eight (8) at the event with sponsorship signs
- Free half-page company advertisement in the event program
- Large listing in all printed materials, i.e., newsletter, invitations, event program, sponsor boards
- Acknowledgement by Emcee at the event
- Opportunity to include giveaways in guest gift bags (400+ people)

\$2,500 Silver Sponsorship

- One table for eight (8) at the event with sponsorship sign
- Bold listing in the invitation, event program, newsletter, sponsor board
- Opportunity to include giveaways in guest gift bags (400+ people)

\$1,000 Bronze Sponsorship

- One table for eight (8) with sponsorship sign
- Listing in invitation, event program, newsletter, sponsor board
- Opportunity to include giveaways in guest gift bags (400+ people)

7410 MOORMAN RD ~ LOUISVILLE, KY 40272 ~ PH: 502.935.6809 ~ FX: 502.935.6821 ~ WWW.RIVERSIDE-LANDING.ORG

RIVERSIDE, THE FARNSLEY-MOREMEN LANDING EXISTS TO PROMOTE, PRESERVE, RESTORE AND INTERPRET HISTORIC FARM LIFE ON THE OHIO RIVER

RIVERSIDE



THE FARNSLEY-MOREMEN LANDING

Riverside, the Farnsley-Moremén Landing, Inc.



Mayor's Derby Brunch On the River

An Official Kentucky Derby Festival Event

With Honorary Host Mayor Craig Greenberg

Sunday, April 30, 2023

Sponsor Confirmation Form:

- Sponsor at the \$15,000 Title Sponsorship Level
- Sponsor at the \$10,000 Platinum Level
- Sponsor at the \$5,000 Gold Level
- Sponsor at the \$2,500 Silver Level
- Sponsor at the \$1,000 Bronze Level

Riverside, the Farnsley-Moremén Landing, Inc. requests a prompt reply to confirm sponsorships and meet print and publicity deadlines. Please include a corporate logo slick (if appropriate) or business card for promotional purposes.

A check made payable to Riverside, the Farnsley-Moremén Landing, Inc. is enclosed.

Please charge my credit card account:

Amount _____ Account Number: _____

Name on card _____ Expiration Date: _____

Circle one: Visa Mastercard American Express

ADF

Councilwoman Cindi Fowler &
Contact Name: Councilman Rick Blackwell
Company Name: Louisville Metro Council
Address: 601 W. Jefferson St.
City: Louisville State: Ky Zip: 40202

Phone: (502) 574-1112 E-mail: RICK.BLACKWELL@louisville.ky.gov

Riverside, the Farnsley-Moremén Landing, Inc. is a 501-c-3 nonprofit organization.

Our Federal ID number is: 61-1243762. Cindi.fowler@louisville.ky.gov

Please return by mail or fax to the address below:

7410 MOORMAN RD ~ LOUISVILLE, KY 40272 ~ PH: 502.935.6809 ~ FX: 502.935.6821 ~ WWW.RIVERSIDE-LANDING.ORG

RIVERSIDE, THE FARNSLEY-MOREMEN LANDING EXISTS TO PROMOTE, PRESERVE, RESTORE AND INTERPRET HISTORIC FARM LIFE ON THE OHIO RIVER

Mayor's Derby Brunch Invitees – Councilwoman Cindi Fowler

CW Cindi Fowler

Mike Fowler

Mark Stewart

Amy Stewart

Councilman Rick Blackwell's Invitees

CM Rick Blackwell

Sherry Blackwell

Heather Blazis

Ken Fehr