

Louisville Metro Council Originated NDF

Primary Council Member: Councilwoman Cindi Fowler

Appropriation Amount: \$6,600.00

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

Entity Hosting Event: Riverside, the Farnsley-Moreman Landing, Inc.
Entity Mailing Address: 7410 Mormen Road, Louisville, KY 40272
Entity Contact: Patti Linn
Contact Phone: (502) 935-6809 Patti.Linn@louisvilleky.gov

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	3-1-22
District #		Primary Sponsor Signature	Amount	Date

_____ Appropriations Committee Chair	_____ Date
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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	<i>David R. James</i>	\$ 600.00
District 7	_____	\$ _____
District 8	_____	\$ _____
District 9	_____	\$ _____
District 10	_____	\$ _____
District 11	_____	\$ _____
District 12	<i>Rick Blumhull</i>	\$ 1,250.00
District 13	<i>Mark Fox</i>	\$ 1,250.00
District 14	_____	\$ _____
District 15	<i>Ken Ingram</i>	\$ 1,000.00

Effective May 2016

Applicant/Program: Riverside, the Farnsley-Moreman Landing Inc./Mayor's Derby Brunch
Additional Council Office Disclosure

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 16	_____	\$ _____
District 17	_____	\$ _____
District 18	_____	\$ _____
District 19	_____	\$ _____
District 20	_____	\$ _____
District 21	_____	\$ _____
District 22	_____	\$ _____
District 23	_____	\$ _____
District 24	_____	\$ _____
District 25	<i>Amy Hedton Stewart</i>	\$ 1,250.00
District 26	_____	\$ _____

Effective May 2016

RIVERSIDE

THE FARNSLEY-MOREMEN LANDING

RECEIVED

FEB 2 - 2022

January 25, 2022

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 17th "Mayor's Derby Brunch On the River" on **Sunday, May 1, 2022!** We hope that you will consider being one of the sponsors of this wonderful event this year.

We look forward to gathering in person with Riverside's friends for the first time since 2019 to celebrate the Derby, the return of spring--and the incredible legacy of our former Chair Reba Doutrick. Please be a part of this special event.

For eight years now, the brunch has been an Official Kentucky Derby Festival event, and Louisville Mayor Greg Fischer has served as Honorary Host! WAVE 3's Dawne Gee 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 FARNSELY~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 Greg Fischer
Sunday, May 1, 2022



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

NDF

Contact Name: *D-12 Councilman Rick Blackwell* *D-14 Councilwoman Cindi Fowler*

D-13 Councilman MARK FOX *Councilwoman Amy Holton Stewart*

Company Name: *Louisville Metro Council* *D-25*

Address: *601 W Jefferson St.*

City: *Louisville* State: *Ky* Zip: *40202*

Phone: *(502) 574-1112* E-mail: *Rick.Blackwell@louisville Ky. gov*

BLACKWELL
FOX
FOWLER
STEWART

Riverside, the Farnsley-Moremén Landing, Inc. is a 501-c-3 nonprofit organization.
Our Federal ID number is: 61-1243762.

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

E-MAIL
MARK.FOX@Louisville Ky. gov
Cindi.Fowler@Louisville Ky. gov
Amy.HoltonStewart@Louisville Ky. gov

RIVERSIDE

THE FARNSELY~MOREMEN LANDING

Riverside, the Farnsley-Moremén Landing, Inc.



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Please charge my credit card account:

Amount _____ Account Number: _____

Name on card _____ Expiration Date: _____

Circle one: Visa Mastercard American Express

Contact Name: Councilman Kevin Triplett

Company Name: Louisville Metro Council

Address: 601 W. Jefferson St

City: Louisville State: Ky Zip: 40202

Phone: (502) 574-1115 E-mail: Kevin.Triplett@LouisvilleKy.gov

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RIVERSIDE



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Please charge my credit card account:

Amount _____ Account Number: _____

Name on card _____ Expiration Date: _____

Circle one: Visa Mastercard American Express

Contact Name: Councilman DAVID JAMES

Company Name: Louisville METRO Council

Address: 601 W. Jefferson

City: Louisville State: Ky Zip: 40202

Phone: (502) 574-1106 E-mail: David.James@LouisvilleKy.gov

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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 Fowler

CW Cindi Fowler & Mike Fowler

Ky State Senator Morgan McGarvey and Chris McGarvey

Councilwoman Amy Holton Stewart

CW Amy Holton Stewart and Mark Stewart

David and Andrea Holton

Councilman Rick Blackwell

CM Rick Blackwell and Sherry Blackwell

Heather Blazis and Ken Fehr

Councilman Mark Fox

Councilman Mark Fox

Hayley Fox

Barbara Nichols

Elizabeth Alexander

Councilman Kevin Triplett

Michell Lemons

Dan Lockett

Shirley Buntain

Rick Buntain

Major Tiffany Tatum

Kathleen Helm

Susan Hughes

Councilman Kevin Triplett

Councilman David James

Kevin and Shawn Williams

Ken and Luanne Maguire

Rick and Christine Schneider

From: [Thieneman, Cindy L](#)
To: [Harward, Sonya](#)
Subject: RE: Error in NDF for Mayor's Derby Brunch Paperwork
Date: Friday, March 11, 2022 3:58:10 PM

President James had 2 tickets left over from last year's event that are being applied to this year's event. I needed to show him as Bronze Level to be in the program. However, he only owed \$600.00 to be in the bronze classification, per Patti Linn.

Constituents

Patti.Linn@louisvilleky.gov

Do I still need to come in and fix? If so, I will come in Monday morning. I didn't know if the answers satisfied your questions.

Thank you,
Cindy

From: Harward, Sonya <Sonya.Harward@louisvilleky.gov>
Sent: Friday, March 11, 2022 3:00 PM
To: Thieneman, Cindy L <Cindy.Thieneman@louisvilleky.gov>
Subject: Error in NDF for Mayor's Derby Brunch Paperwork
Importance: High

Cindy,

First, the packet has Pres. James for \$600 on the signature line but then has him showing as a Bronze Level Sponsor...but that would require him to contribute \$1,000.

Secondly, I need to know what the rest of the text should be that is missing from the description on the first page...it ends with "...for our".

Lastly, please provide an email address for Patti Lynn because I'll need to email the grant agreement to her after this gets approved in April.

Please let me know how you want to fix the first two things before noon on Monday so that I can approve it for new business on the Council agenda.

Thanks,
Sonya

Harward, Sonya

From: Bell, LaTonya J.
Sent: Wednesday, March 16, 2022 3:04 PM
To: Thieneman, Cindy L; Harward, Sonya
Subject: RE: Info On Derby Brunch On the River

Cindy, yes, and thank you.

Sonya, please add this email to O-103-22 packet. Thank you.

From: Thieneman, Cindy L <Cindy.Thieneman@louisvilleky.gov>
Sent: Wednesday, March 16, 2022 3:00 PM
To: Bell, LaTonya J. <LaTonya.Bell2@louisvilleky.gov>
Subject: FW: Info On Derby Brunch On the River

Hello LaTonya,
Will this email be satisfy your request?
Please let me know if you need further information.
Sincerely,
Cindy

From: Linn, Patti <Patti.Linn@louisvilleky.gov>
Sent: Wednesday, March 16, 2022 2:51 PM
To: Thieneman, Cindy L <Cindy.Thieneman@louisvilleky.gov>
Subject: Info On Derby Brunch On the River

Hi Cindy,

In answer to your question, individual tickets for the Derby Brunch On the River scheduled for Sunday, May 1, 2022 are \$100/person.

Please let me know if you need any additional information.

Thank you, Patti

Patti Linn
Historic Site Manager
Riverside, the Farnsley-Moremen Landing
7410 Moorman Road
Louisville, KY 40272
Office Phone: 502.935.6809
www.riverside-landing.org

<https://www.facebook.com/farnsleymoremen1837>