

# Bluegrass INTERNATIONAL Cup

## 5<sup>th</sup> Annual Bluegrass International Cup At Polo in the Park Benefiting The Fayette Alliance and Bluegrass Conservancy Saturday, July 16, 2011, Kentucky Horse Park

### \$1,500 Silver Sponsor

In addition to receiving preferred table placement for 12, you will receive the following recognition:

- Recognition in all print materials and online venues
- Signs and displays at the event

### **Additional Media Coverage**

- 1,086 views on Bluegrass International Cup at Polo in the Park website in 2010
- 600 hits per month on the Bluegrass Conservancy website
- 2,500 hits per month on The Fayette Alliance website
- 308 Bluegrass International Cup at Polo in the Park Facebook fans
- 517 Bluegrass Conservancy Facebook fans
- 1,276 Fayette Alliance Facebook fans
- Bluegrass Conservancy & The Fayette Alliance Newsletters

To become a Sponsor\*, check the appropriate level above, complete the information below,  
and make checks payable to *Polo Benefit Fund*.

\*In order to receive all sponsorship incentives, confirmation of payment/pledge must be received by May 1, 2011.

I <input type="checkbox"/> enclose or <input type="checkbox"/> pledge (check one) \$ _____ in support of the Polo in the Park, <b>Bluegrass International Cup</b> :	
Signature: _____	Printed Name: _____ Date: _____
Company Name (as it's to appear in promotional items): _____	
<input type="checkbox"/> I would like to pay with a credit card: Credit Card Number: _____ Expiration Date: _____	
Cardholder Name: _____	Signature: _____
Billing Address: _____	Phone: _____

Thank you for supporting The Polo Benefit Fund.

**Contributions are not deductible as charitable contributions for federal income tax purposes.**

All of the money raised will benefit Bluegrass Conservancy and The Fayette Alliance. Please be aware that your contribution may be tax deductible if you and/or your tax advisor determine that the sponsorship is an ordinary and necessary expense incurred in your trade or business.

To learn more about The Fayette Alliance please visit [www.fayettealliance.com](http://www.fayettealliance.com)

To learn more about Bluegrass Conservancy please visit [www.bluegrassconservancy.org](http://www.bluegrassconservancy.org)

**To benefit farmland preservation in the Bluegrass. All proceeds go to The Fayette Alliance and Bluegrass Conservancy.**



# Bluegrass Conservancy

[www.bluegrassconservancy.org](http://www.bluegrassconservancy.org) • (859) 255-4552 • [info@bluegrassconservancy.org](mailto:info@bluegrassconservancy.org)

Founded in 1995, Bluegrass Conservancy is a private, nonprofit land trust working to protect the Inner Bluegrass Region of Kentucky through land conservation for future generations. We encourage the preservation of these lands through the use of conservation easements for agricultural viability, natural habitat, rural heritage, and scenic open space. Our service area includes but is not limited to Anderson, Bourbon, Boyle, Clark, Fayette, Franklin, Jessamine, Madison, Mercer, Scott, and Woodford counties.

Conservation easements are voluntary legal agreements between a landowner and a qualified land trust such as Bluegrass Conservancy. These flexible agreements are tailored to the landowner's objectives and property in order to preserve the land for agriculture and/or other open space activities in perpetuity, thereby protecting the land's conservation values. A landowner donating a conservation easement to Bluegrass Conservancy may be eligible for significant income tax and estate tax savings. Our land trust currently holds 74 conservation easements permanently protecting 11,279 acres.



## The Fayette Alliance

[www.fayettealliance.com](http://www.fayettealliance.com) • (859) 281-1202 • [director@fayettealliance.com](mailto:director@fayettealliance.com)

The Fayette Alliance is Lexington's **ONLY land-use advocacy organization** that regularly educates and lobbies local government for a sustainable Lexington that benefits all of us.

We believe that preserving and promoting our signature Bluegrass landscape and its related agricultural industries, creating a dynamic and equitable city through responsible development, and improving our infrastructure and environment are key to achieving success here in Lexington-Fayette County.

We are an alliance of citizens from the entire community. As a **united voice for sustainable growth**, we only weigh-in on those land-use issues that have countywide significance. Together we chart our future, and **positively impact local zoning and policy decisions**—the very building blocks of our community. To date, the Fayette Alliance has worked with city hall to usher over 40 major land-use policies into law.

