

CELEBRATING OUR WORLD-CLASS CITY, FARMS, & HEALTHCARE IN LEXINGTON

BLUEGRASS INTERNATIONAL CUP AT MT. BRILLIANT FARM

FRIDAY, JULY 12TH, 2013

EVENT HIGHLIGHTS

- Celebrity guest Nacho Figueras, international polo player
- Exciting high goal polo
- Live band and dancing after match
- Exclusive "An Evening in the Gardens" dinner on Thursday, July 11th at historic Mt. Brilliant Farm



POLO IN THE PARK.
2013



7TH ANNUAL
Bluegrass
INTERNATIONAL
Cup
AT MT. BRILLIANT FARM



We are a coalition of citizens dedicated to achieving sustainable growth in Lexington-Fayette County through land use advocacy, education, and promotion.

As the voice for sustainable growth, we believe that preserving our unique and productive Bluegrass farmland, advancing innovative development, and improving our infrastructure are essential to our collective success in Lexington.

Since 2006, we have worked with city-hall to usher over 60 major land-use policies into law that further sustainable growth. Through our efforts at government and beyond, we positively impact planning and zoning laws—which are the building blocks of a better quality of life, economy, and environment for all of us.

www.fayettealliance.com



Markey Cancer Foundation

Founded in 1978, the Markey Cancer Foundation invests in the people and programs working to discover the cures and to devise new and better treatments to fight cancer. Teachers and research scholars with national and international credentials will provide the margin of excellence for fulfilling the Markey Cancer Center's great expectation to become a premier cancer center.

To achieve new levels of excellence, the University of Kentucky Markey Cancer Center must have the most distinguished names in all fields of oncology. The ability to retain, recruit and reward physicians and scientists with international reputations is influenced by our capability to support their teaching and research initiatives. Our partnerships formed in this community have been invaluable.

The Foundation continues its work to provide the funding for programs, recruiting top researchers and physicians, and finding better ways to assist patients and their families during such a crisis time in their lives.

www.markeycancerfoundation.org

7TH ANNUAL BLUEGRASS INTERNATIONAL CUP AT MT. BRILLIANT FARM

BENEFITING FAYETTE ALLIANCE & THE MARKEY CANCER FOUNDATION

SPONSORSHIP LEVELS

Title Sponsor, to be negotiated

1 available

- 3 tables for 10 w/champagne at BGIC
- Present winning team & runners-up award
- 6 tickets to "An Evening in the Gardens"
- Event naming rights
- Media promotion at BGIC and EITG

Match Sponsor, \$15,000

1 available (taken, UK HealthCare)

- 2 tables for 10 w/champagne at BGIC
- Present MVP & Most Valuable Pony awards
- 4 tickets to "An Evening in the Gardens"
- BGIC polo-match naming rights
- Media promotion at BGIC and EITG

\$7,500 Team Sponsor

2 available

- 2 tables for 10 w/champagne at BGIC
- Present gifts to respective team
- 2 tickets to "An Evening in the Gardens"
- BGIC team naming rights
- Media promotion at BGIC and EITG

\$5,000 Presenting Sponsor

- 1 table for 10 w/champagne at BGIC
- 2 tickets to "An Evening in the Gardens"
- Media promotion at BGIC and EITG

\$2,500 Divot Stomp Sponsor

- 10 tickets to Bluegrass International Cup
- Printed material recognition

Individual Tickets:

- BGIC —\$200/person
- EITG —\$250/person

Additional Event Coverage:

2,000 hits per month on Fayette Alliance & Markey Cancer Foundation websites; 1,550 Fayette Alliance Facebook fans; and heavy promotion in local media.

* Sponsorship deadline for printed materials is May 1, 2013.

* BGIC and EITG are rain or shine events.

All of the money raised will benefit Fayette Alliance and the Markey Cancer Foundation.



THANK YOU FOR SUPPORTING THE POLO BENEFIT FUND.

I enclose or pledge (check one) \$_____ in support of the 7th Annual Bluegrass International Cup at Mt. Brilliant Farm.

Signature: _____ Date: _____

Printed Name: _____

Company Name: _____

Please make all checks payable to The Polo Benefit Fund.

I would like to pay with credit-card.

Credit Card Selection: MasterCard Visa Amex

Name on Card: _____

Card #: _____ CVV: _____

Exp. Date: _____ Billing Zip: _____

Signature: _____ Date: _____

Contributions are not deductible as "charitable" contributions for federal income tax purposes. Please be aware that your contribution may be tax deductible if you and/or your tax advisor determine that sponsorship is an ordinary and necessary expense incurred in your trade or business.