

# The Lakeland Derby 2018



FRIDAY, APRIL 27, 2018 | LAKE MIRROR PROMENADE | 5:30-9:30PM

**LVIM**  
LAKELAND VOLUNTEERS IN MEDICINE  
LAKELANDDERBY.COM

**2018 SPONSORSHIP  
PACKAGE**

**FREE  
COMMUNITY  
EVENT**

ARTWORK BY  
**MOHAWK**  
— BRAND AGENCY —







Lakeland Volunteers In Medicine welcomes you to the **11th Annual Lakeland Derby!**

**The Lakeland Derby is Lakeland Volunteers In Medicine's signature fundraising event and has become a beloved community event through the years.** Each year, on the Friday before the renowned Kentucky Derby, a crowd of 4,000+ gathers on the shores of Lake Mirror to witness Lakeland's finest "jockeys" race swan paddle boats around Lake Mirror for the title. **Featuring three races, food, fun, live entertainment, a hat contest, kids' activities, and fireworks,** the Lakeland Derby Race Day promises the thrill of the race, pure entertainment, a whole lot of fun and a community coming together.

**This unique-to-Polk County event provides important revenue to support the mission of Lakeland Volunteers In Medicine** and helps provide primary medical, dental and mental health care to those who are working and uninsured in Polk County. Since its founding, LVIM has served more than 20,000 patients, providing them with high quality, compassionate healthcare. **At LVIM, the treatment is free; the care is priceless.**

The Board of Trustees, staff and volunteers at LVIM invite you to join in our mission by becoming a Lakeland Derby sponsor. **As a sponsor, you will receive an array of amenities and opportunities for you or your company (details outlined in the following pages) and best of all, you will be giving the gift of good health.**

As you consider the enclosed opportunities, please reach out to Alice Koehler, Chief Development Officer ([akoehler@lvim.net](mailto:akoehler@lvim.net)), or Sonia Browning, Executive Assistant ([sbrowning@lvim.net](mailto:sbrowning@lvim.net)), should you have any questions or need additional information.

We look forward to your partnership,

**Robert L. Yates**

President/C.E.O.

Lakeland Volunteers In Medicine

**Jim Cossin**

2018 Chairman, Board of Trustees  
Lakeland Volunteers In Medicine

1021 Lakeland Hills Boulevard  
Lakeland, Florida 33805  
[lvim.net](http://lvim.net)





# ALL ABOUT THE LAKELAND DERBY

**The Lakeland Derby is a beloved community event, open for all to enjoy.  
There is no cost to attend the festivities on the lakefront.**

## PRESS CONFERENCE

January 24, 2018 | 10–11:30 AM

### Lakeland Volunteers in Medicine

Be the first to find out all the Derby details! Please join us on January 24th at LVIM for several anticipated and exciting Lakeland Derby announcements. At this press conference, LVIM will unveil the 2018 Lakeland Derby Presenting and Community Event sponsors. Additionally, you'll get to meet this year's Mama Swan and find out who will comprise Leaders of Polk Class V as well. Following the announcements, a continental breakfast will be served.

## VIP RECEPTION

April 27, 2018 | 5–9:30 PM

### The Magnolia Building

The VIP Reception is LVIM's way of saying THANK YOU to the sponsors who generously support the mission of LVIM by sponsoring the Lakeland Derby. This party boasts lovely Derby-themed décor, open bar, heavy hors d'oeuvres, indoor restrooms, and of course, air conditioning! Guests of the VIP Reception include sponsors, key volunteers and board members, community leaders and elected officials, as well as the Derby's jockeys. Additional tickets are available for purchase for \$75.00 each while supplies last. While The Lakeland Derby is a family-friendly event, the VIP reception is geared toward adults-only fun. If you have children who'd like to enjoy the Derby with you, please visit the VIP Children's Area, Swan Land, on the lawn of Lake Mirror, located near the Children's Tent.

## SILKS & SWANS

March 22, 2018 | 6–8 PM

### The Loggia at Lake Mirror

Silks & Swans is a prelude to the Lakeland Derby and is held in March each year. The highlight of the Silks & Swans reception is bearing witness to the swan jockeys pulling their numbers and getting their silks assigned. Additionally, guests get to mix and mingle with the Lakeland Derby jockeys, take the paddle boats for a spin, and bask in the picturesque view of sunset on Lake Mirror all while enjoying live music, hors d'oeuvres and libations.

## THE MAIN EVENT

April 27, 2018 | 5–9:30 PM

### Frances Langford Promenade at Lake Mirror

The Lakeland Derby is Lakeland Volunteers in Medicine's signature fundraising event and has become a beloved community event through the years. Each year, on the Friday before the renowned Kentucky Derby, a crowd of 4,000+ gathers on the shores of Lake Mirror to witness Lakeland's finest "jockeys" race swan paddle boats around Lake Mirror for the title. Featuring three races, food, fun, live entertainment, a hat contest, kids' activities, and fireworks, the Lakeland Derby race day promises the thrill of the race, pure entertainment, a whole lot of fun and a community coming together.



**DERBY ATTIRE** is encouraged at  
all Lakeland Derby events.



# DERBY FAQ

## WHAT IS LEADERS OF POLK?

Leaders of Polk is a group of young professionals selected for their passion for community, their history of leadership, and their desire to support LVIM. Each year, the Leaders of Polk are tasked with raising \$50,000 collectively through creative grassroots fundraising efforts during the month of April. While they do race swan paddle boats on race day, the real winner of this race is the team who raises the most funds to give Polk County the gift of good health.

## WHO IS MAMA SWAN?

Mama Swan is the person tasked with leading the Leaders of Polk through their Lakeland Derby journey. Past Mama Swans include Kim Elmhurst and Greta Dupuy.

## WHAT IS THE SWAN SOCIETY?

The Swan Society is a group of past Leaders of Polk who have chosen to continue supporting LVIM after their commitment to the Lakeland Derby ends. This group gathers several times a year to socialize, network and continue engaging in the LVIM mission.

## WHAT IS A SUPERTICKET?

A SuperTicket is an opportunity for the community to invest a donation to LVIM in exchange for an opportunity to win one of many coveted prizes. Past SuperTicket items have included, a large 50" SMART TV, a vintage bicycle, premier vacation packages, high-end jewelry pieces, and more!

## SCHEDULE OF EVENTS

**5:00** VIP Cocktail Reception Begins

**5:30** Gates Open on Lake Mirror

**6:15 Race One:** The Maiden Voyage High School Race

**6:45 Race Two:** Leaders of Polk Derby Dash

**7:30 Race Three:** The Lakeland Derby Sponsors' Race

**8:15** Live Entertainment

**9:15** Fireworks

**FREE ADMISSION | LIVE ENTERTAINMENT  
HAT CONTEST | KIDS' ACTIVITIES  
FUN | FOOD | FIREWORKS**



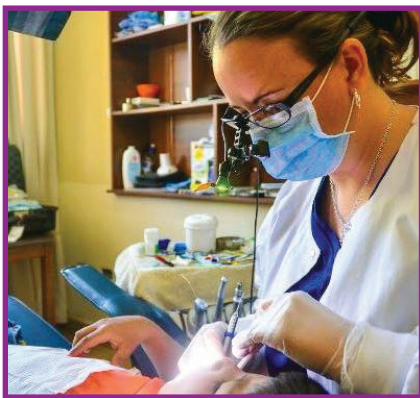
# A BRIEF HISTORY OF LVIM

Lakeland Volunteers in Medicine provides **free, compassionate, high quality, outpatient** medical, dental and mental health care to the working uninsured of Polk County, Florida. LVIM began as a dream in 1999 when community leaders, led primarily by a group of Watson Clinic physicians and the Watson Clinic Foundation, wanted to **find creative ways to meet the health care challenges of the working uninsured**. In 2000, this group of leaders launched a fundraising campaign that **resulted in immense community support and the more than \$6,000,000 needed to launch the operation**. A generous donation from the City of Lakeland

and the Polk County School Board made it possible for LVIM to take up residence in the historic John Cox Grammar School on Lakeland Hills Boulevard. **On Valentine's Day 2001, LVIM opened its doors**. LVIM's services include doctors' visits, lab work, ultrasound scans, and x-rays. Extensive diagnostics, such as CTs and MRIs, are also available to patients through a participating network of ancillary providers who volunteer their facilities, staff and professional time to serve LVIM's patients. Additionally, LVIM operates a full-service pharmacy and Prescription Assistance Program providing more than 30,000 prescriptions each year

on average. With more than **335 volunteers working diligently day in and day out**, LVIM is proud to say that for every \$1 invested at LVIM, **this community sees a return of nearly \$5 in provided medical care**.

Today, this organization that started as a dream and an idea, has served more than 20,000 patients and provided more than 452,000 patient visits **resulting in people getting well, staying well and continuing to be able to provide for their families**.



## The LVIM Mission:

Lakeland Volunteers In Medicine provides free, high quality, outpatient medical, dental and mental health care to the working uninsured of Polk County in a compassionate manner.

## The LVIM Vision:

LVIM envisions a Polk County that is healthier through improved access to free, high quality outpatient health care for the working uninsured.



# LVIM REPORT CARD

♥ **20,000+** Patients Enrolled

♥ **452,084** Patient Visits

♥ **404,982** Prescriptions Filled

♥ **22,182** Radiology Exams

♥ **116,856** Lab Tests

♥ **5,280** Screening Mammograms

♥ **4,800** Volunteers and 500 Doctors,  
Dentists & ARNPs have given of their  
time.

**Since  
2001,**  
Lakeland Volunteers  
In Medicine has  
accomplished  
a lot!





# SPONSORSHIP OPPORTUNITIES

## PRESENTING \$40,000

As the Presenting Sponsor, you or your company will be the sponsor of the overall event. You or your company will be highlighted at all Derby-related events and be known as the Lakeland Derby Presenting Sponsor. Your name and logo will be associated with all facets of the Lakeland Derby: press conference, Silks & Swans, VIP Reception, and the Community Event. The Presenting Sponsor is an exclusive opportunity.

- **20 invitations to Silks & Swans\***
- **20 invitations to the VIP Reception\***
- **Speaking opportunity at press conference, Silks & Swans, VIP Reception and on stage with an audience of 4,000 community members on Race Day**
- **Opportunity to "own" a swan on Race Day and fill with two sponsor-selected jockeys**
- **Company recognition on sponsored swan**
- **Recognition in Event Race Guide (exclusive rights to the back cover)**
- **Rights to promote sponsorship in company materials**
- **Company recognition on billboards, t-shirts and other collateral (These amenities are available as opportunities are donated by vendors to LVIM)**
- **Custom banner/signage on stage and in the VIP Reception**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**



*\*Silks & Swans and VIP Reception invitations are for jockeys, jockey guests, and representatives of the sponsor's choice. Guests of sponsors who will be attending the VIP Reception will be asked to register at least one week prior to the event in order to receive a ticket and gain entrance into this private party.*



*\*Swan ownership is for Race Day only.*

Additional tickets for the VIP Reception are available for purchase for \$75.00 each while supplies last.



# SPONSORSHIP OPPORTUNITIES

## COMMUNITY EVENT \$20,000

The community event is the outdoor portion of the Lakeland Derby and encompasses all aspects of the event designed for the greater community. With the exception of the Children's Area, the community event sponsor is highlighted where the greater Lakeland community gathers to experience the Derby in all its splendor. As the Community Event Sponsor, your company's name and logo will be associated with all facets of the community event portion of The Lakeland Derby. The Community Event Sponsor is an exclusive opportunity.

- **15 invitations to Silks & Swans\***
- **15 invitations to the VIP Reception\***
- **Complimentary tented space located on the lawn of Lake Mirror on event day**
- **Speaking opportunity at press conference, Silks & Swans, and on stage with an audience of 4,000 community members on Race Day**
- **Opportunity to "own" a swan on Race Day and fill with two sponsor-selected jockeys**
- **Company recognition on sponsored swan (recognition in Event Race Guide, logo recognition with Presenting Sponsor on sponsors' pages, exclusive rights to Race Day schedule and event map pages)**
- **Rights to promote sponsorship in company materials**
- **Company recognition on billboards, t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)**
- **Custom banner / signage on stage at event**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**

### ADDITIONAL COMMUNITY EVENT SPONSORSHIP LEVELS

**Stage Sponsor - \$2,500** The Stage Sponsor will be exclusively recognized on the outdoor stage where the event emcees announce the races and the live entertainment draws the attention of the crowd. This level can be added to the Community Event Sponsorship, or purchased separately. If purchased singularly, please refer to the Preakness level sponsor amenities.

**Swan Land Sponsor - \$2,500** The Swan Land Sponsor will be recognized at Swan Land, the Lakeland Derby's children's area, alongside the Junior League of Greater Lakeland who will be providing volunteers to facilitate fun, kid-friendly activities for the duration of the Lakeland Derby. This level can be added to the Community Event Sponsorship, or purchased separately. If purchased singularly, please refer to the Preakness level sponsor amenities.

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# SPONSORSHIP OPPORTUNITIES

## VIP RECEPTION \$20,000

As the VIP Sponsor, your company will be the host of the VIP Reception located in the Magnolia Building. The VIP Reception Sponsor opportunity is an exclusive opportunity.

- **10 invitations to Silks & Swans\***
- **20 invitations to the VIP Reception\***
- **Rights to participate on the VIP planning committee (optional)**
- **Company recognition in the VIP Reception, exclusive to the Presenting Sponsor and VIP Sponsor only**
- **Complimentary space to host a promotional space in the VIP Reception, exclusive to the VIP Sponsor only**
- **Speaking opportunity at VIP Reception**
- **Opportunity to "own" a swan on Race Day and fill with two sponsor-selected jockeys**
- **Company recognition on sponsored swan**
- **Recognition in Event Race Guide**
- **Rights to promote sponsorship in company materials**
- **Company recognition on t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**



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# SPONSORSHIP OPPORTUNITIES

## SILKS & SWANS \$10,000

As the Silks & Swans Sponsor, your company will be the host of the pre-Derby Silks & Swans event held on March 22, 2018 at the beautiful Loggia on Lake Mirror. The Silks & Swans Sponsorship is an exclusive opportunity.

- **10 invitations to Silks & Swans\***
- **10 invitations to the VIP Reception\***
- **Company recognition at Silks & Swans, exclusive to the Silks & Swans, Community Event and Presenting sponsors only**
- **Complimentary space to host a promotional space at the Silks & Swans reception, exclusive to the Silks & Swans Sponsor only**
- **Speaking opportunity at Silks & Swans**
- **Opportunity to "own" a swan on Race Day and fill with two sponsor-selected jockeys**
- **Company recognition on sponsored swan**
- **Recognition in Event Race Guide**
- **Rights to promote sponsorship in company materials**
- **Company recognition on t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**

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# SPONSORSHIP OPPORTUNITIES

## TRIPLE CROWN \$10,000

As a Triple Crown Sponsor, your company will have the opportunity to race a swan in the Derby! There are seven Triple Crown Sponsorship opportunities available.

- 6 invitations to Silks & Swans
- 10 invitations to the VIP Reception
- Opportunity to "own" a swan on Race Day and fill with two sponsor-selected jockeys
- Company recognition on sponsored swan
- Recognition in Event Race Guide
- Rights to promote sponsorship in company materials
- Company recognition on t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)
- Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)
- Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers
- Company recognition in press releases and print advertising

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Additional tickets for the VIP Reception are available for purchase for \$75.00 each while supplies last.



# SPONSORSHIP OPPORTUNITIES

## TURF CLUB \$7,500

Turf Club Sponsors get to enjoy the Derby from inside the action! As a Turf Club Sponsor, your company will enjoy a party for eight guests on a private pontoon boat with an infield view of the races. Includes libations and hors d'oeuvres on the boat.

- **4 invitations to Silks & Swans**
- **8 invitations to the VIP Reception**
- **Company recognition on pontoon boat with sponsor provided banner**
- **Recognition in Event Race Guide**
- **Rights to promote sponsorship in company materials**
- **Company recognition on t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**

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Additional tickets for the VIP Reception are available for purchase for \$75.00 each while supplies last.

# SPONSORSHIP OPPORTUNITIES

## KENTUCKY \$5,000

Kentucky level sponsors enjoy promotional benefits of sponsorship as well as VIP access to the event on Race Day.

- **4 invitations to Silks & Swans**
- **8 invitations to the VIP Reception**
- **Recognition in Event Race Guide**
- **Rights to promote sponsorship in company materials**
- **Company recognition on t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**



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Additional tickets for the VIP Reception are available for purchase for \$75.00 each while supplies last.



# SPONSORSHIP OPPORTUNITIES

## PREAKNESS \$2,500

Preakness level sponsors enjoy promotional benefits of sponsorship as well as VIP access to the event on Race Day.

- **2 invitations to Silks & Swans**
- **4 invitations to the VIP Reception**
- **Recognition in Event Race Guide**
- **Rights to promote sponsorship in company materials**
- **Company recognition on t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**

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Additional tickets for the VIP Reception are available for purchase for \$75.00 each while supplies last.

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# SPONSORSHIP OPPORTUNITIES

## BELMONT \$1,000

Belmont level sponsors enjoy promotional benefits of sponsorship as well as VIP access to the event on Race Day.

- **2 invitations to Silks & Swans**
- **2 invitations to the VIP Reception**
- **Recognition in Event Race Guide**
- **Rights to promote sponsorship in company materials**
- **Company recognition on t-shirts and other collateral (This amenity is available as opportunities are donated by vendors.)**
- **Company recognition on [www.LakelandDerby.com](http://www.LakelandDerby.com)**
- **Company recognition on LVIM and Lakeland Derby Facebook pages with 2,700+ followers**
- **Company recognition in press releases and print advertising**



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Additional tickets for the VIP Reception are available for purchase for \$75.00 each while supplies last.



# SPONSORSHIP OPPORTUNITIES

## FRIENDS OF THE DERBY

To make The Lakeland Derby the best it can be, **LVIM relies on generous in-kind donations** from a variety of organizations. As such, Friends of the Derby sponsors enjoy the sponsor benefits equal to half of the estimated value of the donated good or service (Example: Donated good or service is valued at \$10,000. Company will receive sponsorship amenities at the \$5,000 level. **Please note that sponsorship amenities related to Race Day boat ownership (both swan and pontoon) are reserved for full sponsorship commitments on a first come, first served basis.)**

Examples of needed in-kind contributions include, but are not limited to:

- **Media services**
- **Advertising services**
- **SuperTicket items valued at \$300+**
- **Food and beverage donations**
- **Volunteer labor for set-up and tear downs**
- **Any other product or service that could support making the Lakeland Derby the best it can be**

If you or your company has something to donate, please let us know by completing the sponsorship commitment form located at the back of this packet.

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Additional tickets for the VIP Reception are available for purchase for \$75.00 each while supplies last.

# SPONSORSHIP COMMITMENT

**YES! Lakeland Volunteers In Medicine can count on my 2018 Lakeland Derby sponsorship.**

**PLEASE PRINT CLEARLY.**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**Sponsor Levels** Please select the sponsorship level(s) you are requesting. NOTE: All sponsorships will be confirmed on a first come, first served basis.

PRESENTING	(\$40,000)	TURF CLUB	(\$7,500)
COMMUNITY EVENT	(\$20,000)	KENTUCKY	(\$5,000)
VIP RECEPTION	(\$20,000)	PREAKNESS	(\$2,500)
SILKS & SWANS	(\$10,000)	BELMONT	(\$1,000)
TRIPLE CROWN	(\$10,000)	STAGE / SWAN LAND	(\$2,500)

**PLEASE RETURN THIS FORM TO LVIM'S DEVELOPMENT DEPARTMENT.**

Attn: Alice V. Koehler, MBA , Chief Development Officer | [akoehler@lvim.net](mailto:akoehler@lvim.net)

**-OR-**

Sonia Browning, Executive Assistant – Development | [sbrowning@lvim.net](mailto:sbrowning@lvim.net)

1021 Lakeland Hills Blvd. Lakeland, FL 33805 | Phone: 863.606.1552

Invoices for 2018 Lakeland Derby sponsorship commitments will be sent by February 2018. To ensure full access to all sponsorship amenities, payments will be due on or before March 1, 2018.

**THANK YOU FOR INVESTING IN LAKELAND VOLUNTEERS IN MEDICINE!**



**WWW.LVIM.NET**

**THE LAKELAND DERBY | APRIL 27, 2018**



THANK YOU

for supporting  
Lakeland  
Volunteers  
In Medicine!



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