



JPMORGAN CHASE & CO. PRESENTS

Field & Fork

BENEFITTING THE PARKLANDS OF FLOYDS FORK

SEPTEMBER 11, 2021 • 6:00 PM – 11:00 PM • BROWN-FORMAN SILO CENTER



WE HOPE YOU WILL JOIN US IN SUPPORT OF THE PARKLANDS OF FLOYDS FORK

Join other community leaders in attending the 9th annual Field & Fork, an event that has become one of Louisville's favorites. This unique fundraiser is hosted by and benefits The Parklands of Floyds Fork, one of the largest and most ambitious new urban parks in the nation operated as a nonprofit. An evening under the stars at the beautiful Brown-Forman Silo Center in Turkey Run Park makes for a unique night out, celebrating philanthropy, food and the outdoors in authentic Kentucky style. We invite you to be a part of this special evening by becoming a sponsor and helping to make this fundraising event a success!

Field & Fork consistently sells out well in advance, so be sure to secure your table as soon as possible.

COCKTAIL HOUR • THREE-COURSE DINNER • LIVE AUCTION • AFTERGLOW LOUNGE • STARGAZING • MUSIC

www.theparklands.org/fieldandfork

Field & Fork BENEFITTING THE PARKLANDS OF FLOYDS FORK

PRESENTED BY JPMORGAN CHASE & CO.

Over 20,000,000 visits since inception
Nearly 4,000 acres protected in perpetuity
Tens of thousands of educational experiences
22 miles of water trail
60 miles of hiking and biking trails
Open 365 days a year
\$0 admission



YOUR SUPPORT MAKES IT POSSIBLE!



YOUR SPONSORSHIP ENHANCES QUALITY OF LIFE IN OUR COMMUNITY

Today's citizens deserve accessible, high-quality parks in their neighborhood. The Parklands of Floyds Fork has preserved nearly 4,000 acres ahead of development, right in the fastest growing areas of Louisville, KY. **Four parks and more than 80 miles of trails** connect these acres, and they are **open to the public 365 days a year at no cost to enter.**

These parks are funded each year through the support of individuals, foundations and businesses—not tax dollars—allowing for safe, clean, fun and beautiful park experiences for people of all ages and abilities, now and in perpetuity. **Together we work to enhance quality of life and help our community and economy grow in ways that are healthy, sustainable and enjoyable.**

We need your help to deliver more than 3 million high quality park experiences each year.

Thank you for supporting The Parklands through this event!

www.theparklands.org/fieldandfork

Field & Fork

2020 SPONSORSHIP RECAP

PRESENTED BY JPMORGAN CHASE & CO.

Thanks to YOU we were able to raise over \$400,000 to support the daily maintenance and operations of The Parklands this year, despite being unable to gather in person. Your support of this nearly 4,000-acre park system truly makes an impact in our community for current and future generations. **Below is how The Parklands recognized your continuous support of Field & Fork.**

RECOGNITION RECAP

Audiences reached through sponsorship of the 2020 virtual event campaign:

38,400+ total social media followers

34,000+ monthly website users

30,400+ email contacts

94,000+ monthly readers reached with 5 ads in The Voice-Tribune

14,700+ digital ad impressions on www.voice-tribune.com

300,000+ visitors exposed to in-park recognition signage

IN-PARK RECOGNITION



THE VOICE-TRIBUNE ADVERTISEMENT



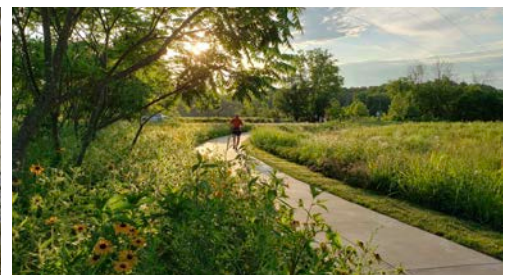
VISITOR TESTIMONIALS — MADE POSSIBLE BY YOUR GENEROSITY



"I love this park! It has provided me and my family over 80 hours of recreation time this year with the majority of the time during COVID-19! The park has provided the ability to do these activities so close to home in a beautiful clean setting which has really made a very challenging time a lot more enjoyable!"
-Ray



"The Parklands have been such a valuable resource to our teachers in this time of uncertainty and constant change. The staff quickly provided us with materials to be used to enhance NTI instruction, making the content we push to students more relevant and engaging."
-Christine, Portland Elementary



"Never before has The Parklands meant as much to me as it does now. To be able to spend several hours outside in this beautiful setting and safely distancing yourself is not only physically but emotionally satisfying."
- Mark V.

THANK YOU FOR YOUR GENEROUS SPONSORSHIP!

www.theparklands.org/fieldandfork



Field & Fork

PRESENTED BY JPMORGAN CHASE & CO.

SPONSORSHIP INFORMATION

2021 SPONSORSHIP OPPORTUNITIES

As a Field & Fork sponsor, you or your company has the opportunity to align with this amazing parks system and its passionate supporters. Each sponsorship level presents a variety of benefits, with significant exposure for your company and benefits for your clients and employees, **all while contributing to an important cause for the entire community.** We are more than happy to speak with you further about your specific business goals and to see how we can help you achieve them through our partnership.

\$5,000 SUPPORTING SPONSOR:

- Preferred seating for a table of 10 guests at the party of the year (dinner, cocktails & entertainment included, dedicated table server)
- Name and logo listed as supporting sponsor on all event materials, including web page, programs, mailed invitation and special event signage
- Logo included on all pre-event promotions, including ads in The Voice-Tribune
- Goodie bag product placement opportunity
- Annual Report listing

WHAT AM I SUPPORTING?

Choose to support one of the following disciplines within The Parklands:

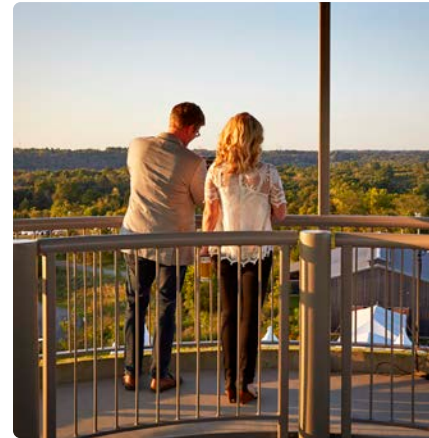
- Education Supporter (support dynamic school and family educational programming)
- Safety Supporter (support our Park Rangers in maintaining a safe park for visitors)
- Horticulture Supporter (help the gardens and natural areas in The Parklands to grow)
- Maintenance Supporter (keep park amenities world-class and clean)

\$3,000 TABLE SPONSOR:

- One table for 8 guests at the party of the year (dinner, cocktails & entertainment included)
- Company name featured on programs and table signage
- Annual Report listing

\$400 INDIVIDUAL TICKET:

- Ticket for dinner, drinks and entertainment
- Annual Report listing



THANK YOU FOR YOUR CONSIDERATION

Through this event, we work together to **enhance quality of life** and help our **community & economy grow in ways that are healthy, sustainable, and enjoyable for people of all ages and abilities.**

CONTACT US

Email Sam Stewart at [sstewart@21cparks.org](mailto:ss Stewart@21cparks.org) or call 502-584-0350.

www.theparklands.org/fieldandfork

Field & Fork

PRESENTED BY JPMORGAN CHASE & CO.

COMMITMENT FORM

SEPTEMBER 11, 2021

Company/Individual Name (as you would like it listed in event materials): _____

Address: _____

Sponsorship Opportunity:

Supporting Sponsor (\$5,000). Please circle which Parklands focus area you'd like to support:

Education Safety Horticulture Maintenance

Table Sponsor (\$3,000) Individual Tickets (\$400/each). Please indicate # of tickets needed _____

I would like to make an additional tax-deductible donation to support The Parklands in the amount of: _____

Contact Name: _____

Phone: _____ Email: _____

I cannot participate in the 2021 event but would like to make a contribution in the amount of: _____

Please note: All payments **MUST** be made prior to the event date.

Indicate your payment preference:

Check enclosed made payable to "The Parklands of Floyds Fork" Please send an invoice Charge credit card

Please Remit Payment to:

The Parklands of Floyds Fork
471 West Main Street, Suite 202
Louisville, Kentucky 40202

You may also pay online at theparklands.org/fieldandfork

Complete for credit card payment only

Visa Mastercard American Express Discover

Name on card: _____

Number on card: _____

Expiration Date: _____ CVV: _____

We will contact you prior to the event to request the names and dietary preferences of your guests.

Directions & event details will be provided at that time for you to share with your guests.

CONTACT US

Send your completed sponsorship form to Sam Stewart at sstewart@21cparks.org or by mail to 471 West Main Street, Suite 202, Louisville, Kentucky 40202. For questions, please call (502)584-0350.

The tax deductibility of this gift is limited to the difference between the contribution given and the value of the goods and services received. The fair market value of goods and services returned to you at this event is \$75/ticket (or \$600 for a table of 8).

THANK YOU FOR YOUR SUPPORT!

www.theparklands.org/fieldandfork

