



THE LAKELAND DERBY

LAKELAND VOLUNTEERS IN MEDICINE

2012 SPONSORSHIP PACKAGE



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And The Tradition Continues...

The Board of Directors, staff and volunteers at Lakeland Volunteers in Medicine are proud to present the 5th Annual Lakeland Derby! Held a week before the Kentucky Derby, jockeys wear colored silks to race around Lake Mirror in stunning, handcrafted swan paddleboats. Cheering them on are spectators wearing their vibrant and elaborate derby hats.

After four successful years, the Lakeland Derby has become a premier occasion for LVIM and Polk County. On race day, sponsors and invited guests enjoy a private reception in the Magnolia Building featuring fine food and refreshments, live music and the announcement of the Physician Community Service Awards. Outdoors around Lake Mirror, families from around Polk County join us at this free event to experience the many activities that take place all night long. The fun begins with the Maiden Handicap race with student jockeys, followed by The Celebrity Dash and then to the main event, the Lakeland Derby. In between races, guests can enjoy many happenings including special children's activities, food, live music and at the end of the evening, brilliant fireworks.

We invite you and/or your organization to be a part of this prestigious and popular event. In addition to your support of Lakeland Volunteers in Medicine and our mission, you will receive multiple media and marketing opportunities, and a special VIP reception honoring your commitment to LVIM and the individuals we serve.

Thank you for considering a sponsorship to the 2012 Lakeland Derby. Should you have any questions, please contact Joan Eby at 863.688.5846, ext. 141.

Respectfully,

Robert L. Yates
President/C.E.O.
Lakeland Volunteers In Medicine

Steve Petersen
Chairman, Board of Trustees

Lakeland Volunteers In Medicine
1021 Lakeland Hills Boulevard
Lakeland, Florida 33805

THE MAIN EVENT

THE LAKELAND DERBY is the first "Derby" event staged on beautiful Lake Mirror in downtown Lakeland. With the entertaining style of the event and the competitive spirit of the race, the Derby is a memorable occasion. Adding to the excitement, the Derby is on Friday, April 27th, just one week prior to the Kentucky Derby.

Now in its fifth year, the event promises the thrill of a race, the pure fun of sports entertainment and the reward of knowing the proceeds will support Lakeland Volunteers In Medicine, a vital local charity.

The Derby features ten beautiful hand-crafted swans racing to the finish line on Lake Mirror. Each swan will have an owner/breeder who will designate and train their own jockey for the race.

A PUBLIC EVENT

A Must Attend for All Lakelanders

- FREE
- LIVE ENTERTAINMENT
- KIDS ACTIVITIES
- FUN
- FOOD
- FIREWORKS

THE LOCATION/AGENDA

LAKE MIRROR

5:30pm Gates Open

VIP Cocktail Reception Begins – Magnolia Building

6:15pm Race 1 Maiden Handicap

6:30pm Physician Recognition & Appreciation

6:45pm Race 2 Celebrity Dash

7:15pm Presentation of Colors/National Anthem/
Parade to the Post

7:30pm Race 3 The Lakeland Derby

8:15pm Live Entertainment

9:30pm Fireworks

DERBY ATTIRE

Hat Contest: Prizes for the most elegant and original hats.



THE BENEFITING CHARITY

LAKELAND VOLUNTEERS IN MEDICINE

THE MISSION

(LVIM) – A volunteer-run medical and dental clinic that provides free quality medical care to the working uninsured of Polk County.

LVIM currently has over 400 medical and lay volunteers who donate their time and expertise to care for LVIM patients. Now in its tenth year of operation, LVIM has more than 16,700 patients enrolled and had over 300,000 patient visits. In addition, LVIM has provided 80,000 lab tests, 16,000 x-rays, 3,000 screening mammograms and has filled more than 250,000 prescriptions. These astounding numbers have been accomplished through the generous donation of time from volunteers and financial support from donors.

BENEFITS

The Lakeland Derby will raise funds for Lakeland Volunteers In Medicine's comprehensive healthcare services for the county's working uninsured residents.

- This event will put LVIM in the community spotlight and spread the word about available services.

- The Lakeland Derby will provide the opportunity to recognize professionals in our community who make a significant contribution through outstanding patient care, medical research and community service.

VISION STATEMENT:

“May we have eyes to see those that are rendered invisible and excluded, open arms and hearts to reach out and include them, healing hands to touch their lives with love and in the process, heal ourselves.”

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LAKELAND VOLUNTEERS IN MEDICINE

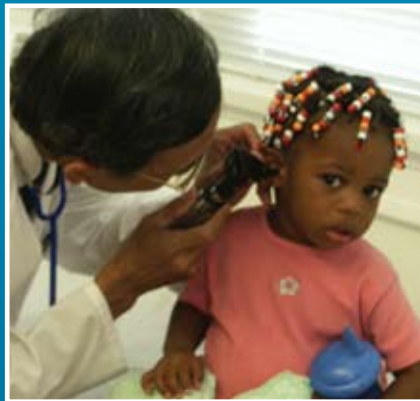
THE BENEFITING CHARITY

HISTORY

Lakeland Volunteers In Medicine began as the dream of various community and organization leaders in 1999. Led primarily by Watson Clinic physicians and the Watson Clinic Foundation, Lakeland leaders came together to find ways to meet the healthcare challenges of the working uninsured in Lakeland. In 2000, a fundraising campaign was launched. The community responded with a great deal of support, paving the way for the dream to become a reality. Thanks to the generous donation of the Polk County School Board and the City of Lakeland, LVIM took up residence in the historic building that was formerly the John Cox Grammar School on Lakeland Hills Boulevard. LVIM opened on Valentine's Day, 2001, and is now an independent non-profit organization with a Board of Directors.

SERVICES

LVIM provides medical, dental and counseling services to qualified patients. In 2011, LVIM expects 30,000 patient visits. These patients receive doctors' visits, lab work, ultrasound scans and x-rays. Extensive diagnostics, such as CT's and MRI's, are also available through a participating network of local ancillary providers who volunteer their facilities, staff and professional time. Additionally, LVIM operates a full service pharmacy filling approximately 25,000 prescriptions each year.



VOLUNTEER DOCTORS

LVIM has more than 100 volunteer doctors from many specialties and more than 250 support volunteers who provide medical services at LVIM's 10,000 square foot medical clinic. LVIM emphasizes utilizing the vast experience and skills of retired physicians and clinical workers. The clinic also provides an opportunity for students to gain experience in the medical field. A third of LVIM volunteer physicians are in active practice. Additionally, a number of physicians and other medical technologists provide ancillary services such as radiology and pathology studies at no charge to LVIM.

2012 SPONSORSHIP PACKAGE



THE LAKELAND DERBY

LAKELAND VOLUNTEERS IN MEDICINE

SPONSORSHIP PACKAGES

TRIPLE CROWN \$10,000

HOSPITALITY AND CLIENT ENTERTAINMENT

Right to "Own" a Swan in the Race*

(Ownership permits sponsor to train and provide Jockey for the Race)

10 VIP Badges for access to the following: VIP Reception • Owner/Trainer Circle

RIGHTS AND BENEFITS

Permanent Recognition on LVIM Donor Board

Company Recognition on www.LakelandDerby.com

Link to Company Web Site from www.LakelandDerby.com

Recognition on Event Sponsor Board

Recognition on Event Posters/Flyers

Sponsor Gift

MEDIA EXPOSURE

Recognition in Event Press Release

Company Recognition on Print and TV Advertisements

Recognition in Event Race Guide



*Swan ownership is for race day only



THE LAKELAND DERBY

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SPONSORSHIP PACKAGES

KENTUCKY \$5,000

HOSPITALITY AND CLIENT ENTERTAINMENT

10 VIP Badges for access to the following: VIP Reception • Owner/Trainer Circle

RIGHTS AND BENEFITS

Permanent Recognition on LVIM Donor Board
Company Recognition on www.LakelandDerby.com
Recognition on Event Sponsor Board
Recognition on Event Posters/Flyers
Sponsor Gift

MEDIA EXPOSURE

Recognition in Event Press Release
Company Recognition on Print and TV Advertisements
Recognition in Event Race Guide



THE LAKELAND DERBY

LAKELAND VOLUNTEERS IN MEDICINE

SPONSORSHIP PACKAGES

PREAKNESS \$2,000

HOSPITALITY AND CLIENT ENTERTAINMENT

4 VIP Badges for access to the following: VIP Reception • Owner/Trainer Circle

RIGHTS AND BENEFITS

Permanent Recognition on LVIM Donor Board
Company Recognition on www.LakelandDerby.com
Recognition on Event Sponsor Board
Recognition on Event Posters/Flyers
Sponsor Gift

MEDIA EXPOSURE

Recognition in Event Press Release
Company Recognition on Print and TV Advertisements
Recognition in Event Race Guide



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SPONSORSHIP PACKAGES

BELMONT **\$1,000**

HOSPITALITY AND CLIENT ENTERTAINMENT

2 VIP Badges for access to the following: VIP Reception • Owner/Trainer Circle

RIGHTS AND BENEFITS

Permanent Recognition on LVIM Donor Board
Company Recognition on www.LakelandDerby.com
Recognition on Event Sponsor Board
Recognition on Event Posters/Flyers
Sponsor Gift

MEDIA EXPOSURE

Recognition in Event Press Release
Company Recognition on Print and TV Advertisements
Recognition in Event Race Guide



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SPONSOR INFORMATION

PLEASE PRINT CLEARLY.

Company Name _____

Listed Sponsor Name, if different _____

Contact Person _____

Phone _____ Fax _____

Email _____

Mailing Address _____

City _____ State _____ ZIP _____

Digital Art Contact _____ Phone _____

Email _____

Sponsor Levels

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

- TRIPLE CROWN (\$10,000)
- KENTUCKY (\$5,000)
- PREAKNESS (\$2,000)
- BELMONT (\$1,000)
- OTHER \$ _____

Agreement

By signing below, I agree to be a sponsor of The Lakeland Derby. I understand that payment for my selected sponsorship(s) is due on or before January 31st, 2012.

Authorized Signature

Date

SPONSORSHIP RESERVATIONS

Please mail this agreement with your check to:
Lakeland Volunteers In Medicine
1021 Lakeland Hills Blvd., Lakeland Florida 33805-4672

QUESTIONS?

For additional information, please contact:
Claudia Jordan 863-688-5846, ext. 118
Claudia.jordan@lvim.net • www.lvim.net
Fax: 863-802-4640

A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352, within the state. Registration does not imply endorsement, approval, or recommendation by the state. The registration number of Lakeland Volunteers In Medicine, Inc. is CH14595. Lakeland Volunteers In Medicine, Inc. receives 100% of your contribution.

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WWW.LAKELANDDERBY.COM