

Entry Background/Description

Our Junior Board of Directors hosted the inaugural Derby Bash on Friday, May 5th, at Iron City in downtown Birmingham. In conjunction with Kentucky Derby weekend, we embraced all things Derby from the silks inspired designs to the horse-shaped confetti and everything in-between!

We sold several different levels of corporate sponsorships, including the “Winner’s Circle”, “Photo Finish” and “Homestretch Club”, and sold individual tickets for the “Infield” and “Grandstands” VIP area. All guests enjoyed complimentary hors d'oeuvres, beer and wine with live entertainment and a 360° photo booth. We raised funds during the event through the silent auction, raffles, “Boozy Bingo” and horse racing. We also had a brief program, featuring a young family new to the childhood cancer journey, along with a SAM video, where guests were encouraged to make a donation.

Throughout the night, guests could visit one of the Wagering Windows to purchase “Boozy Bingo” and horse race betting tickets. Boozy Bingo is a twist on one of our most popular program activities. Guests purchased a spin of the bingo wheel to see which bottle of wine, bourbon or other spirit they got to take home. Churchill Downs horse races were played on the big screen with each race featuring a different bottle of Kentucky Bourbon, including Pappy Van Winkle for the final race, as the grand prize. Bets were made by placing a ticket in one of the buckets representing two horses. At the end of the race, one lucky winner was selected from the winning horse’s bucket and the remaining ticket holders won gift cards to a local restaurant.

Overall, we were thrilled with the results. There was great energy and excitement from our guests and, most importantly, we raised \$125,000 for our programming!