



March 2017

Greetings!

I'm writing to request your support of The Kentucky Derby Day Affair on May 6<sup>th</sup> at Nicollet Island Pavilion.

Polo for Philanthropy is a non-profit organization dedicated to raising funds and awareness for other charities. We are unique in our approach to raising money for charities in that we do accept charitable donations. We sell sponsorships, marketing, advertising, promotional and lifestyle "properties" aimed at delivering a strong and measurable "return on investment" for our sponsors. We also sell event tickets, auction items, food, beverages, apparel, artwork and other products. All of the profits from these activities are donated to the organizations we select to be beneficiaries.

We invite you to join us in advancing philanthropy while benefiting your business -- or just because you support our beneficiaries. We are seeking unique experiential items that cannot be readily acquired – lifestyle experiences that reflect your brand, product, store or service.

We would be delighted to discuss your participation at your convenience. Please let me know if you would like to chat or complete the form at <http://www.thepoloclassic.com/auction-item-donation/> if you already know how you want to participate.

Best Regards,

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Ardent Auction Committee  
Polo for Philanthropy  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_