

DAY *at the* RACES

January 1, 2026

Dear Prospective Sponsor,

Day at the Races is a signature philanthropic experience where luxury meets legacy. Set against the iconic backdrop of Lone Star Park, this premier event brings together distinguished leaders, tastemakers, and community champions for an afternoon defined by elegance, tradition, and impact.

As a sponsor, you are not simply supporting an event, you are investing in education, empowerment, and generational opportunity. Your partnership enables the Plano North Metroplex (TX) Chapter of The Links, Incorporated to expand transformative programs that uplift youth and strengthen communities across North Texas.

Our Legacy of Impact

For nearly 35 years, the Plano North Metroplex (TX) Chapter has been a trusted steward of service, delivering distinctive programming through strategic collaboration and civic leadership.

Enriching Lives

Our award-winning Securing Wisdom and Grace (S.W.A.G.) Program, in partnership with Plano Independent School District, provides sustained mentorship and exposure to S.T.E.A.M. education, cultural enrichment, and wellness advocacy for middle and high school students. In 2025, we proudly expand our impact through the sponsorship and chartering of a NSBE Jr. (National Society of Black Engineers) chapter—cultivating curiosity, confidence, and career pathways for future STEM leaders.

Impacting Communities

Recognized as a Partner in Education by Plano ISD, our chapter works alongside community institutions to meet critical needs, including educational access and scholarship support for students attending Collin College. Our service reflects a deep commitment to excellence, equity, and sustainable community advancement.

The Event Experience

Day at the Races is a thoughtfully curated experience designed for a **cause, connection, and celebration**.

Guests will enjoy:

- A refined race-day atmosphere at Lone Star Park
- Fashion-forward style and signature hats
- Live entertainment and elevated activations
- A program highlighting our mission, initiatives, and sponsors

With an anticipated attendance of nearly 1,000 guests, the event offers sponsors prestigious brand exposure, meaningful engagement, and alignment with a respected philanthropic legacy.

Sponsorship: A Statement of Distinction

Sponsorship opportunities are designed to provide exclusive recognition, curated brand presence, and lasting impact. Each level offers a unique blend of visibility, hospitality, and community engagement tailored to reflect your organization's values and commitment to excellence.

By partnering with us, your brand is positioned alongside:

- A nationally respected service organization
- Influential civic and corporate leaders
- A philanthropic audience that values quality, culture, and community

We invite you to join us in shaping futures and celebrating excellence. Together, we can create an experience, and an impact, that endures beyond race day.

For sponsorship details and personalized partnership opportunities, please contact:
Gail Lewis at



Linked in Friendship, Connected in Service