



All About
EQUINE
ANIMAL RESCUE, INC.

10th Annual **BOOTS** AND *Bling*

October 7, 2023

FUNDRAISING EVENT SPONSORSHIP PROPOSAL

All About Equine Animal Rescue, Inc. (AAE) is celebrating 14 successful years of rescue and rehabilitation of horses and other animals! AAE is raising funds for continuing operations at our tenth annual Boots & Bling fundraiser to be held on Saturday, October 7, 2023. We are planning for an in-person event with virtual elements; we are excited this hybrid approach will offer you even more opportunities to build brand awareness and show community support for an important local cause.

As a result of the generous financial contributions of our donors and the heroic efforts of our volunteers, we have served nearly 370 horses-in-need, and we have maintained an overall adoption rate of nearly 85%. AAE has provided numerous equine-based programs for children, adults and Veterans, and AAE has touched thousands of lives throughout the foothills and greater Sacramento areas. All AAE activities are supported by hundreds of volunteers from El Dorado County and surrounding areas.

AAE is a GuideStar Platinum Participant, a multi-year Top-Rated Non-Profit by GreatNonProfits.org, and a non-profit worthy of support by the El Dorado Community Foundation. AAE has Verified status from the Global Federation of Animal Sanctuaries.



All About Equine Animal Rescue, Inc. (AAE) is a volunteer-based, charitable 501(c)(3) non-profit equine rescue and rehabilitation organization, Federal Tax ID Number: 27-0384523. Your donation is tax-deductible to the extent allowed by law.

Sponsor Benefits:

- A powerful way to raise visibility to targeted audience. Past six events sold out with 350-400 ticket holders.
- Demonstrate your company's community support & involvement.
- Strengthen brand awareness & meet charitable giving goals.
- Fortify & create new community networks to generate new business partnerships & prospects.
- Gain infinite gratitude for your support from AAE volunteers & rescued animals.

Exposure/Media Potential:

- Enhanced media outreach efforts to increase excitement & advertising exposure via AAE's social media, website, & email newsletters.
- AAE annual website visits >50,000
- AAE Newsletter email list >10,000
- AAE Social Media Connections >11,000

Past events provided funding for:

- Ongoing feed, veterinary, dental & hoof care costs.
- New housing, shelters, & panels.
- Fencing & fencing improvements.
- Planning & improvements to our new Pilot Hill property.
- Support of community-based outreach, education, and programs.
- General operating support.
- Maintenance of a respectable adoption rate.

2201 Francisco Drive #140-174
El Dorado Hills, CA 95762

Phone (916) 520-4223
eFax (877) 766-6495

www.allaboutequine.org



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BOOTS AND Bling

SPONSORSHIP OPPORTUNITIES

The Rescue - \$4,500 (Industry Exclusive Sponsorship)

- **Featured** recognition including logo and website on current event-related marketing & advertising channels
- **Featured** recognition on event signage, table signage, logo in the event program, and event mobile pages
- Guest Swag Bag Opportunities
- Special introduction and recognition at the event with opportunity to speak at the event
- Exclusive Promotional Slide during event Slideshow
- Tagging your company on event related social media posts **Social media handles required*
- Your logo/website on AAE's website and in email blasts for 12 months
- Placement of sponsors' logo banner at AAE Used Tack Store for 12 months
**banner to be provided by sponsor, sizing limits apply*
- Table for 12 with two bottles of wine— **best seats in the house with priority access to dinner buffet**

The Ranch - \$3,000

- **Prominent** recognition including logo and website on current event-related marketing & advertising channels
- **Prominent** recognition on event signage, table signage and logo in the event program
- Guest Swag Bag Opportunities
- Special introduction and recognition at the event
- Exclusive Promotional Slide during event Slideshow
- Tagging your company on Sponsor Appreciation social media posts **Social media handles required*
- Logo/website on AAE's website and in email blasts for 12 months
- Placement of sponsors' logo banner at AAE Used Tack Store for 6 months
**banner to be provided by sponsor, sizing limits apply*
- Table for 12 with 2 bottles of wine in preferred seating location with priority access to dinner buffet

The Barn - \$2,000

- Recognition including logo and website on current event-related marketing & advertising channels
- Recognition on event signage, table signage and logo in the event program
- Tagging your company on Sponsor Appreciation social media posts **Social media handles required*
- Inclusion in sponsorship recognition slide during event slideshow
- Logo/website on AAE's website and in email blasts for six months
- Table for 12 with 2 bottles of wine in preferred seating location

The Pasture - \$1,000

- Recognition including logo and website link on current event-related marketing & advertising channels
- Recognition on event signage and table signage
- Tagging your company on Sponsor Appreciation social media posts **Social media handles required*
- Inclusion in sponsorship recognition slide during event slideshow
- Three months exposure on AAE website and email blasts
- Table for 12 in preferred seating location

The Herd - \$500 (Available through August 21st)

- Recognition including logo and website link on current event-related marketing & advertising channels
- Recognition on table signage during event
- Table for 12 in preferred seating location

Additional Sponsorship Opportunities Available

- **The Feast \$7500** – Sponsor the BBQ Dinner
- **The Stage \$4500** – Sponsor the Venue, Equipment, Music, and Decor
- **The Saloon \$2500** – Sponsor the Bar

To be included in public relations releases and advertising, Sponsorship Agreement and Logo/Artwork must be received no later than **August 25, 2023**

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**YES – I'd Like To Be A
SPONSOR!**

Contact Information:

COMPANY NAME: _____ AAE CONTACT: _____

CONTACT: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BUSINESS PHONE: _____ CELL: _____

EMAIL: _____ WEBSITE: _____

FACEBOOK: _____ INSTAGRAM: _____

Sponsorship Options:

THE RESCUE \$4500 _____
THIS LEVEL IS INDUSTRY EXCLUSIVE

THE HERD \$500 _____
AVAILABLE UNTIL August 21ST

THE RANCH \$3000 _____

THE FEAST \$7500 _____

THE BARN \$2000 _____

THE STAGE \$4500 _____

THE PASTURE \$1000 _____

THE SALOON \$2500 _____

Let us BUILD A PACKAGE just for you, or ask about our SWAG opportunities!

Payment Method:

CHECK _____ CREDIT _____ PAYPAL _____ CASH _____

CREDIT CARD #: _____

EXPIRATION DATE: _____ CSV: _____ CHECK #: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SPONSOR SIGNATURE:

_____ DATE: _____

Complete/Scan/Return this form to: bootsnbling@AllAboutEquine.org
Please make checks payable to: **All About Equine Animal Rescue, Inc.**

To be included in public relations releases and advertising, Sponsorship Agreement and Logo/Artwork must be received no later than August 25, 2023.

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