



All About
EQUINE
ANIMAL RESCUE, INC.

Celebrating AAE's 15th Anniversary

BOOTS AND Bling

FUNDRAISING EVENT SPONSORSHIP PROPOSAL

All About Equine Animal Rescue, Inc. (AAE) is celebrating 15 successful years of working on the frontlines of equine rescue caring for the most vulnerable horses in need, both wild and domestic! AAE is asking you to support this crucial work by becoming a sponsor of AAE's 11th annual Boots & Bling fundraiser to be held on Saturday, September 28, 2024. This will be an in-person event with a virtual auction; 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 one of the largest horse rescues in northern California, AAE has positively impacted the lives of hundreds of horses. As a result of the generous financial contributions of our donors and the heroic efforts of our volunteers, we have served nearly 408 horses-in-need, and we have maintained a very respectable overall adoption rate of about 82%.

AAE has historically provided numerous equine-based programs for children, adults and Veterans, and we are working towards reinstating these programs at our new location. AAE has touched thousands of lives through-out the foothills and greater Sacramento areas. All AAE activities are supported by volunteers from El Dorado County and surrounding areas.

AAE has Verified status from the Global Federation of Animal Sanctuaries. 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 and the Sacramento Region Community Foundation.



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 >13,000
- AAE Social Media Connections >11,000

Past events have provided funding for:

- Ongoing feed, veterinary, dental & hoof care costs.
- Emergency care
- 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.

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 and table signage, and logo in the event program
- 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 - \$3,500

- **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 - \$2,500

- 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 - \$1,250

- 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 - \$650 Early Bird (through August 15); \$800 Regular (August 16 until Sold Out)

- 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 16, 2024**

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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: _____

SPONSOR NAME (for promotional materials and event sign): _____

Sponsorship Options:

THE RESCUE \$4500 _____
THIS LEVEL IS INDUSTRY EXCLUSIVE

THE HERD \$650/\$800 _____
Early bird through 8/15; Regular from 8/16 until sold out

THE RANCH \$3500 _____

THE FEAST \$7500 _____

THE BARN \$2500 _____

THE STAGE \$4500 _____

THE PASTURE \$1250 _____

THE SALOON \$2500 _____

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

Payment Method:

CHECK _____ CREDIT CARD _____ VENMO/PAYPAL _____ CASH _____

CREDIT CARD #: _____

EXPIRATION DATE: _____ CSV: _____ CHECK #: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

I would like to cover the 2.9% + 30¢ credit card processing fee.

SPONSOR SIGNATURE:

_____ DATE: _____

Complete/Scan/Return this form to: bootsnbling@AllAboutEquine.org or complete it online: <https://bit.ly/4aVtV4d>

Please make checks payable to: **All About Equine Animal Rescue, Inc.**

You may pay via credit card online: <https://givebutter.com/xQCXoJ>

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