



All About
EQUINE
ANIMAL RESCUE, INC.

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8th Annual

BOOTS

AND

Bling

August 21, 2021

FUNDRAISING EVENT

SPONSORSHIP PROPOSAL

All About Equine Animal Rescue, Inc. (AAE) is celebrating twelve successful years of rescue and rehabilitation of horses and other animals! AAE is raising funds for continuing operations at the eighth annual Boots and Bling fundraiser to be held on Saturday, August 21, 2021. We are planning for an in-person event with virtual elements; however, should COVID restrictions impact the in-person opportunity, we are prepared to transition to an entirely virtual event. 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, AAE has served over 330 horses in need and other animals, and we have maintained an overall adoption rate of nearly 85%. AAE has provided numerous equine-based programs for children, adults and Veterans and touched hundreds of lives through-out the foothills and greater Sacramento areas. All AAE activities are supported by hundreds of volunteers from El Dorado County and the 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.
- 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 & hoofcare costs.
- New housing, shelters, & panels.
- Fencing & fencing upgrades.
- Planning & improvements to our new Pilot Hill property.
- Support of community-based outreach, education, and programs.
- A tractor & parts/repairs.
- General operating support.
- Maintenance of a respectable adoption rate.

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

Phone (916) 520-4223
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www.allaboutequine.org



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SPONSORSHIP OPPORTUNITIES

The Rescue - \$5,000 (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 - \$3,500

- **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 - \$2,000

- 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.
- 3 months exposure on AAE website and email blasts.
- Table for 12 with 2 bottles of wine in preferred seating location.

The Herd - \$500 (Available through June 30th)

- 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 \$4000** – Sponsor the Venue, Equipment, Music, and Décor.
- **The Saloon \$2500** – Sponsor the Bar

To be included in in public relations releases and advertising, Sponsorship Agreement and Logo/Artwork must be received no later than **June 30, 2021**

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OR LET US BUILD A PACKAGE JUST FOR YOU!

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