

ALL ABOUT EQUINE ANIMAL RESCUE, INC.

7th Annual

BOOTS

AND

Bling

VIRTUAL FUNDRAISING EVENT SPONSORSHIP PROPOSAL

Live Broadcast Date: October 8, 2020



All About
EQUINE
ANIMAL RESCUE, INC.

All About Equine Animal Rescue, Inc. (AAE) is celebrating ELEVEN successful years of horse rescue! AAE is raising funds for continuing operations at the seventh annual Boots and Bling fundraiser on Thursday, October 8, 2020. This signature event was originally scheduled for May, however due to the ongoing COVID-19 pandemic we are now going virtual! We are excited this change 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 over 300 horses in need, and we have maintained an overall adoption rate of nearly 85 percent. AAE has provided numerous equine-based programs for children, adults and Veterans and touched hundreds of lives throughout the foothills and greater Sacramento areas. All of the AAE activities are supported by hundreds of volunteers from El Dorado County and surrounding areas.

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

Will you help us by underwriting a portion of the event expenses?

Sponsor Benefits:

- A powerful way to grab attention from a 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.
- 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.

>50,000 Annual AAE website hits
AAE Newsletter email list >9,000
>10,000 AAE Social Network Connections

Past events provided funding for:

- Ongoing feed, veterinary, dental & hoof care costs.
- New housing, shelters, & panels.
- Fencing, & fencing upgrades.
- Continued support of our community-based outreach & programs.
- Our tractor & parts/repairs.
- General operating support.
- Planning & improvements to our new Pilot Hill property.
- Maintenance of a respectable adoption rate.

All About Equine Animal Rescue
2201 Francisco Dr. #140-174
El Dorado Hills, CA 95762

phone: (916) 520-4223
eFax: (877) 766-6495
www.allaboutequine.org

Tax ID: 27-0384523



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SPONSORSHIP OPPORTUNITIES

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The Rescue - \$5,000 (This sponsorship level is industry exclusive)

- 3 MC mentions during the virtual event & frequent social media mentions, with website displayed.
- Opportunity to include a 30 second video promo at the beginning of the event.**
- Naming Rights for the "Live Auction" portion of the event which includes your logo on side margin/display board & on the background green-screen during live auction portion of the event.
(exclusively available on first come basis).
- Opportunity to include a flyer with silent auction pick ups/deliveries.**
- Text Message sent to all registered guests with your name & website.
- Tagging your company on event related social media posts. **Social media handles required.*
- Exclusive "Promotional Slide" during Pre-Show & Post-Show Slideshow.
- Sponsor recognition including logo & website link on current event-related marketing & advertising channels, AAE's Event Pages on FaceBook, YouTube & Mobile Giving app.
- Placement of sponsors' logo banner at AAE's Used Tack Store for 12 months.
**banner to be provided by sponsor, sizing limits apply.*
- Sponsor's logo/website link on AAE's website and email blasts for 12 months.

The Ranch - \$3,500

- 2 MC mentions during the virtual event & frequent social media mentions, with website displayed.
- Tagging your company on "Sponsors Appreciation" social media posts. **Social media handles required.*
- Exclusive "Promotional Slide" during Pre-Show & Post-Show Slideshow.
- Sponsor recognition including logo & website link on current event-related marketing & advertising channels, AAE's Event Pages on FaceBook, YouTube & Mobile Giving app.
- Placement of sponsors' logo banner at AAE Used Tack Store for 12 months.
**banner to be provided by sponsor, sizing limits apply.*
- Sponsor's logo/website link on AAE's website and email blasts for 12 months.

The Barn - \$2,000

- 1 MC mention during the virtual event & frequent social media mentions, with website displayed.
- Tagging your company on "Sponsors Appreciation" social media posts. **Social media handles required.*
- Inclusion in "Sponsors Promotional Slide" during Pre-Show & Post-Show Slideshow.
- Sponsor recognition including logo & website link on current event-related marketing & advertising channels, AAE's Event Pages on FaceBook, YouTube & Mobile Giving app.
- Placement of sponsors' logo banner at AAE Used Tack Store for 6 months.
**banner to be provided by sponsor, sizing limits apply.*
- Sponsor's logo/website link on AAE's website and email blasts for 6 months.

The Pasture - \$1,000

- Tagging your company on "Sponsors Appreciation" social media posts. **Social media handles required.*
- Inclusion in "Sponsors Promotional Slide" during Pre-Show & Post-Show Slideshow.
- Sponsor recognition including logo & website link on current event-related marketing & advertising channels, AAE's Event Pages on FaceBook, YouTube & Mobile Giving app.
- Sponsor's logo/website link on AAE's website and email blasts for 3 months.

The Herd - \$500

- Inclusion in Promotional Slide during Pre-Show & Post-Show Slideshow.
- Sponsor recognition including logo & website link on current event-related marketing & advertising channels.

****To be provided by sponsor and approved by AAE.**

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**To be included in public relations releases and
advertising, Sponsorship Agreement and Logo/Artwork
must be received no later than August 28, 2020**



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BOOTS *AND Bling* **VIRTUAL**
FUNDRAISING EVENT

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: _____

Sponsorship Options:

THE RESCUE \$5,000 _____

THIS LEVEL IS INDUSTRY EXCLUSIVE

THE RANCH \$3,500 _____

THE BARN \$2,000 _____

THE PASTURE \$1,000 _____

THE HERD \$500 _____

Payment Method:

CHECK _____ CREDIT _____ PAYPAL _____ CASH: _____

CREDIT CARD #: _____

EXPIRATION DATE: _____ CSV: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SPONSOR SIGNATURE:

_____ DATE: _____

Please make checks payable to:

All About Equine Animal Rescue, Inc.

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Scan/Return this form to: Drew@AllAboutEquine.org

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