

All About Equine Animal Rescue, Inc.

Sixth Annual

BOOTS AND Bling



Fundraising Event - Sponsorship Proposal

In 2019, All About Equine Animal Rescue, Inc. (AAE) is celebrating **TEN** successful years of horse rescue! AAE is raising funds for continuing operations at the sixth annual **Boots and Bling** fundraiser on **Saturday, May 11, 2019** during the **Western States Horse Expo** at the **Murieta Equestrian Center**. This signature event offers you the opportunity 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 more than 250 horses in need, and more than 195 horses have been adopted into permanent loving homes. 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 the surrounding areas.

AAE is a GuideStar Platinum Participant, a Top-Rated Nonprofit 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?

Event Date: May 11, 2019

Sponsor Benefits:

- A powerful way to grab attention from a targeted attendee group
- Demonstrate your company's community support and involvement
- Strengthen brand awareness and meet charitable giving goals
- Fortify and create new community networks to generate new business partnerships/prospects
- Infinite gratitude for your support from AAE volunteers and rescued animals

Exposure/Media Potential

- Last year's event sold out, for the third consecutive year, with over 360 tickets purchased. The 2019 goal is another sold out event
- Enhanced media outreach efforts to local radio/TV/print media to increase excitement and advertising exposure via flyers in Sacramento, El Dorado and Placer counties
- Exposure via AAE's e-mail newsletters, social media and website
- >50,000 annual AAE website hits / AAE Newsletter email list - >9,000 / >10,000 AAE Social Network Connections

Past events provided funding for:

- Ongoing costs for feed, veterinary, dental & hoof care for AAE horses
- New housing, shelters, and panels
- New and additional fencing, and fencing improvements
- Continued support of our community-based programs
- Our tractor and parts/repairs
- Opening our used tack store
- General operating support
- Maintenance of a 75%+ adoption rate





2019 Sponsorship Opportunities

Table Sponsorships

The Rescue - Exclusive - \$4,500 (This sponsorship level is industry exclusive)

- **Featured** sponsor recognition on current event- related marketing and promotional material
- **Featured** recognition on event signage, logo in the event program, and logo on AAE's website for 12 months
- Special introduction and recognition at the event
- Opportunity to speak at the event
- Placement of sponsors' logo banner at AAE barn for 1 year
- Table for 10 – **best seats in the house**

The Ranch - \$3,500

- **Prominent** sponsor recognition on current event-related marketing and promotional material
- **Prominent** recognition on event signage, logo in the event program, and logo on AAE's website for 12 months
- Special introduction and recognition at the event
- Placement of sponsors' logo banner at AAE barn for 1 year
- Table for 10 in preferred seating location

The Barn - \$2,500

- Sponsor recognition on current event-related marketing and promotional material
- Recognition on event signage, logo in the event program, and logo on AAE's website for 12 months
- Special introduction and recognition at the event
- Table for 10 in preferred seating location

The Horse - \$1,500

- This UNIQUE sponsorship will support the costs for care of one horse for one year
- Recognition on event signage, logo in the event program, and recognition on AAE's website for 12 months
- Presentation of horse sponsor certificate at the event
- Table for 10 in preferred seating location

The Pasture - \$1,000

- Sponsor recognition on current event-related marketing and promotional material
- Recognition on event signage, logo in the event program, and logo on AAE's website for 12 months
- Table for 10 in preferred seating location

The Herd - \$500

- Recognition on table signage, logo in the event program, and logo on AAE's website for 12 months
- Table for 10 in preferred seating location

Event Sponsorships

The Feast - \$6,000

- The dinner is always a focal point of the Boots and Bling event
- Special introduction and recognition at the event
- Sponsor recognition on current event-related marketing and promotional material
- Focused recognition on event signage and event program and featured at the dinner service area

The Stage - \$4,000

- Helps defray the venue costs for equipment, music and decor
- Special introduction and recognition at the event
- Sponsor recognition on current event-related marketing and promotional material
- Focused recognition on event signage and event program and featured at the stage area

The Saloon - \$2,000

- Supports the costs to set up the Saloon for the event
- Special introduction and recognition at the event
- Sponsor recognition on current event-related marketing and promotional material
- Focused recognition on event signage and event program and featured at the Saloon service area

To be included in public relations releases and advertising, Sponsorship Agreements and artwork must be received no later than **March 15, 2019**

For more information please contact Lindsay Jackson at
(916) 798-3770 or lindsay@allaboutequine.org

All About Equine Animal Rescue, Inc. 2201 Francisco Dr. #140-174 El Dorado Hills, CA 95762
(916) 520-4223 (877) 766-6495 efax Tax ID 27-0384523



Boots and Bling 2019

Yes! I would like to be a sponsor

Contact Information:

Company Name: _____ AAE Contact: _____
Contact: _____ Title: _____
Address: _____ City: _____ Zip: _____
Business Phone: _____ Cell Phone: _____
Email: _____ Website: _____

Table Sponsorship Options:

- The Rescue - \$4,500
The Ranch - \$3,500
The Barn - \$2,500
The Horse - \$1,500
The Pasture - \$1,000
The Herd - \$500

Event Sponsorship Options:

- The Feast - \$6,000
The Stage - \$4,000
The Saloon - \$2,000

To be included in public relations releases and advertising, Sponsorship Agreements and any artwork must be received no later than March 15, 2019 Sponsor is responsible for providing print ready artwork

Payment Method: Check No: _____ PayPal: _____ Credit Card: _____ Cash: _____

Sponsor Signature: _____ Date: _____

Please make checks payable to: All About Equine Animal Rescue, Inc. 2201 Francisco Dr. #140-174 El Dorado Hills, CA 95762



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