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?

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

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

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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 ______
*This sponsorship level is industry exclusive

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

THANK YOU!

AAE Contact: Lindsay Jackson at (916) 798-3770 or lindsay@allaboutequine.org