



All About
EQUINE
ANIMAL RESCUE, INC.

All About Equine Animal Rescue, Inc.

7th Annual

BOOTS *AND* *Bling*

Fundraising Event - Sponsorship Proposal

In 2020, 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 **Saturday, May 2, 2020** at the **El Dorado Community Services District Gymnasium** in El Dorado Hills, CA. 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 nearly 300 horses in need, and we have maintained an overall adoption rate of nearly 80 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 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 2, 2020

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 fourth consecutive year, with over 400 tickets purchased. The 2020 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 feed, veterinary, dental & hoof care costs
- 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
- Planning and improvements to our Pilot Hill property
- Maintenance of a respectable adoption rate

2201 Francisco Drive #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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BOOTS ^{AND} Bling

2020 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 with 2 bottles of wine— **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 with 2 bottles of wine 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 with 2 bottles of wine in preferred seating location

The Pasture - \$1,000

- Recognition on event signage and logo in the event program
- Table for 10 in preferred seating location

The Herd - \$500

- Recognition on table signage, and
- Table for 10 in preferred seating location

To be included in public relations releases and advertising, Sponsorship Agreements and artwork must be received no later than **March 15, 2020**

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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For more information please contact Lindsay (lindsay@allaboutequine.org),
Drew (drew@allaboutequine.org) or Lisa (lisa.k@allaboutequine.org)



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Boots and Bling 2020

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, 2020**
Sponsor is responsible for providing print ready artwork

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

Sponsor Signature: _____

Date: _____

Please make checks payable to:
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2201 Francisco Dr. #140-174
El Dorado Hills, CA 95762

THANK YOU!

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