



All About Equine Animal Rescue, Inc.

Fifth Annual

BOOTS AND *Bling*

Fundraising Event - Sponsorship Proposal

To raise funds and celebrate nine successful years of horse rescue, All About Equine Animal Rescue, Inc. (AAE) is holding its fifth annual **Boots and Bling** dinner and auction fundraiser on **Saturday, May 5, 2018** at the **El Dorado Hills Community Services District**. This signature event offers you the opportunity to build brand awareness and show community support for an important local cause.

Over 225 horses have found their way through our gates to live happy and healthy lives through the heroic efforts of our volunteers and the generous financial contributions of our donors. More than 180 horses have been adopted into permanent loving homes. AAE provides numerous equine-based programs for children, adults and Veterans touching hundreds of lives throughout the foothills and Sacramento areas. All of these 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.

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



Event Date: May 5, 2018

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/sales leads
- Infinite gratitude for your support from AAE volunteers and rescued animals

Exposure/Media

- Last year's event sold out to over 360 guests. The 2018 goal is another sold out event
- Enhanced media outreach efforts to 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 - >8,000 / >10,000 AAE Social Network Connections

Past years' events helped to provide funding for:

- Ongoing feed, veterinary and dental care for many horses in need
- New housing, shelters, and panels
- Additional fencing and fencing improvements
- Continued support of our community-based programs
- Our tractor
- General operational support
- Maintenance of a 75%+ adoption rate
- Opening our used tack store



2018 Sponsorship Opportunities

The Rescue - Exclusive* - \$4,500

- **Featured** sponsor recognition on current event- related marketing and promotional material
- **Featured** recognition on event signage and logo in the event program
- 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**

***This sponsorship level is industry exclusive**

The Ranch - \$3,500

- **Prominent** sponsor recognition on current event-related marketing and promotional material
- **Prominent** recognition on event signage and logo in the event program
- 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 and logo in the event program
- Special introduction and recognition at the event
- Table for 10 in preferred seating location

The Pasture - \$1,500

- Sponsor recognition on current event-related marketing and promotional material
- Recognition on event signage and logo in the event program
- Table for 10 in preferred seating location

The Herd - \$750

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

Other Sponsorships Available

The Feast - \$4,500

- 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
- Special recognition on event signage and event program and featured at the dinner service area

The Stage - \$3,500

- Helps defray the cost of the facility, music and decor
- Special introduction and recognition at the event
- Sponsor recognition on current event-related marketing and promotional material
- Special recognition on event signage and event program

The Saloon - \$2,500

- Sponsors the cost 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
- Special 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 26, 2018**

For more information please contact Dave Fulton
(916) 813-1444 or dave@allaboutequine.org

BOOTS AND Bling



Boots and Bling 2018

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: _____

Sponsorship Choice:

The Rescue - \$4,500: _____
**This sponsorship level is industry exclusive*
The Ranch - \$3,500: _____
The Barn - \$2,500: _____
The Pasture - \$1,500: _____
The Herd - \$750: _____

Other Sponsorship Options:

The Feast - \$4,500: _____
The Stage - \$3,500: _____
The Saloon - \$2,500: _____

To be included in public relations releases and advertising,
Sponsorship Agreements and any artwork
must be received no later than **March 26, 2017**

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: Dave Fulton - (916) 813-1444 - dave@allaboutequine.org