



2020 Parelli Foundation Gala Sponsorship Opportunities

2020 Annual Western Derby Gala to be held September 26th as a virtual experience!

Gallop Level - Title Sponsor: \$10,000 (Only one available!)

*Deadline to confirm: 8/25/2020

- Ownership of event “Your Company Presents”
- A \$1,000 grant in your name designated to Foundation program of your choice
- “Party in Place” reservation for VIP Happy Hour and gala with wine & hors d'oeuvres for 12
- Opening address to crowd
- Exclusive commercial spot during the virtual event
- Your promotional product or code provided to each party attendee
- Dominant display on all event advertising
- Recognition in all marketing collateral and press releases
- **Digital reach** – expose your brand through our social media, email, and website!
 - Sponsor produced video on social media – three posts
 - Guest blog spot - submit educational article for Parelli Foundation blog and newsletter
 - Social media – six mentions with links on Facebook, Twitter, and Instagram
 - Recognition on Parelli Foundation website homepage as Title Partner for one year
 - Logo and link on Parelli Foundation event webpage
 - Your company’s own email blast campaign to over 4,500 subscribers

Canter Level Sponsor: \$5,000 *Deadline to confirm: 8/25/2020

- “Party in Place” reservation for VIP Happy Hour and gala with wine & hors d'oeuvres for 8
- A \$500 grant in your name designated to the Foundation program of your choice
- Recognition in marketing collateral and press releases
- Your promotional product or code provided to each party attendee
- **Digital reach** – expose your brand through our social media, email, and website!
 - Sponsor produced video ad on social media – one post
 - Guest blog spot - submit educational article for Parelli Foundation blog
 - Social media – three mentions with links on Facebook, Twitter and Instagram
 - Recognition on Parelli Foundation website homepage as Event Partner for one year
 - Logo and link on Parelli Foundation event webpage
 - Logo and link in email blast campaign to over 4,500 subscribers

Trot Level Sponsor: \$2,500 *Deadline to confirm: 8/25/2020

- “Party in Place” reservation for VIP Happy Hour and gala with wine & hors d'oeuvres for 4
- A \$250 grant designated to program of your choice
- Recognition in marketing collateral and press releases
- Your promotional code provided to each party ticketholder
- **Digital reach** – expose your brand through our social media, email, and website!
 - Social media – three mentions with links on Facebook, Twitter, and Instagram
 - Guest blog spot - submit educational article for Parelli Foundation blog
 - Recognition on Parelli Foundation homepage as a Premier Partner for one year
 - Logo and link on Parelli Foundation event webpage
 - Logo and link in follow up email blast to over 4,500 subscribers

Running Walk Level Sponsor: \$1,000 *Deadline to confirm: 8/25/2020

- “Party in Place” reservation for gala with wine & hors d'oeuvres for 2
- Recognition in marketing collateral and press releases
- **Digital reach** – expose your brand through our social media, email, and website!
 - Social media – one mention with link on Facebook, Twitter, and Instagram
 - Guest blog spot - submit educational article for Parelli Foundation blog
 - Logo on Parelli Foundation event webpage
 - Logo/name in follow up email blast to over 4,500 subscribers

Ask us about a customized sponsorship package for your business!

We appreciate those companies donating merchandise!

Auction Donor Benefits: Designed to benefit those donating to our auctions and prizes

- Sponsor produced video ad on social media accounts
- Your logo featured on Parelli Foundation event website
- Social media – 2 mentions with link on Facebook, Twitter, and Instagram
- Logo/name in auction email advertisement to over 4,500 subscribers

