



2021 Parelli Foundation Event Sponsorship Opportunities

Make Your Mark on Our Mission! Double the Impact of Your Sponsorship Dollars: Receive the sponsor benefits listed below for BOTH our Western Derby Gala and Celebrating Heroes and Horsemanship events this year!

Event Sponsorship Levels

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

- Ownership of BOTH events - “Your Company Presents”
- A \$1,000 grant in your name designated to the Foundation program of your choice
- Reserved table/tickets OR, if event is virtual, “Party in Place” virtual reservation for 12
- Opening address to crowd
- Exclusive commercial spot during events
- Your promotional product or code provided to each event 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 4,600 subscribers

Canter Level Event Sponsor: \$5,000

- Reserved table/tickets OR, if event is virtual, “Party in Place” virtual reservation 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 event 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 4,600 subscribers

Trot Level Event Sponsor: \$2,500

- Reserved table/tickets OR, if event is virtual, “Party in Place” virtual reservation for 4
- A \$250 grant designated to the Foundation 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 4,600 subscribers

Running Walk Level Event Sponsor: \$1,000

- Reserved table/tickets OR, if event is virtual, “Party in Place” virtual reservation 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
 - Logo on Parelli Foundation event webpage
 - Log and link in follow up email blast to over 4,600 subscribers

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
- Social media – 2 mentions with link on Facebook, Twitter, and Instagram
- Logo/name in auction email advertisement to over 4,600 subscribers

***Deadline to confirm event sponsorship: August 1, 2021**



Our Annual ***Celebrating Heroes and Horsemanship*** is a benefit fundraiser for the Parelli Foundation’s Heroes and Horsemanship Initiative, a grant program supporting non-profit therapeutic horsemanship organizations serving veterans, active members of the military, first responders, and their families, or as we like to call them, heroes helping heroes. We hope you will add your support by sponsoring this unique and meaningful event typically held in November!



Our Annual ***Western Derby Gala*** fundraiser will be held in September. We rely upon funds raised at this event to provide vital scholarships and grants to therapeutic horsemanship centers, horse welfare organizations, young horsemen, and aspiring equine professionals.

Whether these events will be in person or virtual experiences to be determined. No matter the venue, both events are excellent marketing opportunities, with audiences including hundreds of horse owners and advocates and equine industry professionals.