



# The Pink Ribbon Classic Charity Horse Show



## DONATION & SPONSORSHIP OPPORTUNITIES

A 501(c)3 Non-Profit Charity Hosted by Equestrian Charity Events

July 26<sup>th</sup> - 29<sup>th</sup> 2018





## Beautiful show ring surrounded by the Polo style box seats

Preparations are well underway for the 2018 Pink Ribbon Classic Charity Horse Show, one of Ohio's most visible equestrian charity events. Dedicated volunteers work year-round raising money for our beneficiaries.

This unique 4-day equestrian event will be held at the Sun Beau Valley Farm in Ravenna Ohio. The dates are July 26th – 29th and we will be benefiting local breast cancer, and other charitable organizations, all to raise cancer awareness. The Pink Ribbon Classic is an ideal place to reach a large and sophisticated audience comprised of horse enthusiasts, professionals, and families. Along with excellent exposure during the show, Pink Ribbon offers sponsors additional visibility even after the show has concluded. Many people and equestrian exhibitors are very active with social media with numerous video and picture postings. Pink Ribbon is an event hosted under the corporate umbrella of *Equestrian Charity Events*, a non-profit 501(c)3 charitable organization.

All of this **cannot** be accomplished without your generous support.

We have sponsorship levels and marketing opportunities for businesses and individuals who want to support our **Ride for the Cure!** Please refer to the sponsorship opportunities for more information and details. Sponsorship demonstrates a willingness to help promote our extraordinary event that is dedicated to giving back to the community and raising awareness.







In a short time our contributions have been over \$20,000 to the American Cancer Association, Breast Cancer Organizations, a \$500 donation from Kohl's Department store for handicap riding programs, and just recently Make a Wish Foundation for children with cancer. Giving back to the community and increasing awareness is our mission to fight against breast cancer, encourage screening and help others in need, our next goal is to offer financial assistance with mammograms for preventative care.

**Miss Pink Ribbon and Little Miss Pink Ribbon sponsored by C. Jarvis Insurance**  
**Our youth showing their support for Pink Ribbon as competitors and spectators**

Portage County has over 1,500 youth involved with equestrian programs and has one of largest youth programs in the nation which includes a large 4-H program. This has cultivated some of the finest equestrians and equestrian related businesses worldwide, all dominated by women. Ohio also has the fourth-highest breast cancer mortality rate in the country. Our equestrian event will raise awareness in Ohio and patients will know they have access to some of the nation's best hospitals and can get quality care. We will encourage breast health awareness, by inviting the community to our unique event we will encourage them to cheer for the world class equestrians who will **RIDE for the Cure** and the fight against breast cancer.







For any horse lover, the Pink Ribbon Classic features a variety of classes for many different disciplines and breeds.

Our mission is to combine world class equestrian competitors who will **Ride for the Cure**. We will continue to have an event that Portage County has never seen, as we turn the county pink for the weekend, all for cancer awareness.



The Pink Ribbon volunteer committee hopes that you will choose to support us with one of our many partnership opportunities. We will accept donations of merchandise or promotional giveaways for our silent auctions and events (listed in this pamphlet) that we hold for our exhibitors and spectators. If you are interested in becoming a partner of the Pink Ribbon Classic, please contact us for more information. If you do not see a sponsorship that fits your needs please let us know, we can customize a sponsorship that will meet your business goals.

***“We are the event that keeps promoting your sponsorship well after we have concluded”*** many sponsors ask what do we mean by this statement? Equestrians love to show off their horses either through Social media, YouTube, or a farm website. Facebook is huge within the horse show rider’s world; it is their way to share wins, either with a video post or a picture taken by our professional horse show photographer. We also have enjoyed Armstrong cable recording our event for the last 2 years and making it available to view on their cable channel to watch any time,

## PINK RIBBON IT'S ALL ABOUT HAVING FUN FOR A GREAT CAUSE!

Equestrian competitors and enthusiasts constitute an ideal market for high quality products and services. The American Horse Council Foundation conducted a study that showed the equestrian industry has a \$102 billion impact on the economy via direct and indirect spending annually. As a group they are well educated, have disposable income and time to use it in pursuit of their passions. Other factors, including age, education, and profession, make them a perfect target audience for corporations seeking an upscale market. Research compiled from USEF (United States Equestrian Federation) offers these indicators of the buying power and influence by horse enthusiast. See Below our fun events:

### MISS PINK RIBBON & LITTLE MISS PINK RIBBON

**Friday Night July 27th**

We will be crowning 2 winners from each section Girls from the Ravenna area are encouraged to submit a word essay, video or poster about breast cancer. We will crown the winner Friday night a great way for us to reach out to the community and have young people start the awareness at an early age.



### YOUTH SCHOLARSHIP AWARD

\$1,000

Andrew J.

Burin

Scholarship to be awarded to the winner of the equitation Championship class who has won it any 3 times. Mr. Burin was a highly regarded architect in the Youngstown OH area and one of his many projects included the Eastwood Mall



### PINK RIBBON& BLACK TIE

**Saturday night July 28th**

All horse show officials will be decked out in black tie and all spectators are encouraged to wear pink in support of cancer awareness

### LADIES DAY

**Saturday July 28th afternoon**

In true Derby Fashion this is for women of ALL ages, this fun day includes the iconic Hat Contest, and all are encouraged to have pink ribbon flair to their hat. A special Pink award will be given away and the winner will be chosen at approximately 1pm to the best in show hat



### ENTERTAINING:

Consider reserving one of our very popular "Polo" style covered ring side box seats. We encourage you to break out the fine linen, crystal, a great bottle of wine and fine food. Just sit back all weekend and enjoy world class horses and equestrians compete. Reserve early they do sell out, but non-covered are always available.





# Sponsorship Opportunities

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The Pink Ribbon Classic understands that potential sponsors may have unique marketing objectives. We can work with your staff & create a custom package to give you the most exposure. Pink Ribbon is one event that keeps on advertising event after the event has concluded, with social media, exhibitor's pictures, YouTube, and personal websites. Guarantee, equestrians like to show off their success and that is a bonus for our sponsors.

## **Platinum \$5000**

- Your Company sponsors Pink Ribbon/Black Tie Saturday night session.
- Company name/ logo on all award photos
- Name as sponsor in show program on 5 Championship classes & 7 qualifying classes and announced during the class.
- Full-page color ad in the program (back cover)
- Logo on promotional materials, and social media
- Banner placed on the show ring rail
- Reserved covered 2 VIP box seats (12) & free parking passes

## **Bronze \$300**

- Name as sponsor in show program for 1 Championship classes & 2 qualifiers
- 1/4 page B&W program ad.
- Reserved covered box seats (6) 3 free parking pass

## **Program Advertising**

- 4 Color Full Page - \$300
- 4 Color 1/2 Page- \$250
- B&W Full Page - \$200
- B&W 1/2 Page - \$100
- B&W 1/4 Page - \$50
- B&W Business Card - \$25
- \*\*\*All due by Friday July 15<sup>th</sup>\*\*\*

\*\*\*ALL attendees are encouraged to cheer for their favorite and let the judge know their winner

## **Gold \$1000**

- Placement of your banner at the event
- Name as sponsor in show program on 4 Championship classes and 4 qualifying classes & announced during the classes.
- Full page B&W program ad
- Special Recognition in show program
- Reserved covered box seats (6)
- 6 Free Parking Passes

## **Ringside Box Seating:**

Covered Box Holder \$250

- Reserved covered box seats (6)

Un-Covered Box Holder \$150

- Reserved uncovered box seats (6)

## **Individual Class/Trophy Sponsors**

- **Championship Class - \$100**  
Name as sponsor in show program and announced during the class.
- **Championship Trophy & Ribbon - \$125**
- **Qualifier Class- \$50**  
Name as sponsor in show program and announced during the class.
- **Class Trophy & Ribbon - \$75**
- **Patron - \$25**  
Name as patron in show program

\*All sponsors are encouraged name a cancer survivor or memorial for the class sponsored\*

## **Silver \$500**

- Name as sponsor in show program
- 3 Championship classes,
- 3 qualifying classes & announced during the classes.
- 1/2 page B&W program ad
- Reserved covered box seats (6)
- 6 Free Parking Passes



## **Additional Sponsorships \$75 - \$500**

- Exhibitor wrist band - \$200
- Championship Horse Cooler - \$75 each
- Program Book - \$500
- Daily Time Schedules - \$200 (your logo)
- Box Seat Fri night catering - \$400
- Box Sat Night catering - \$500
- Your promotional item for exhibitors
- Your promotional item for spectators
- Your promotional item for box seat holders

\*\*all above will have sponsor recognition

\*\*\*ALL Sponsors may have a ribbon presenter for the champion photo opt

\*\* All banners need to be supplied by the sponsor



**Thank you! We hope to see you at Pink Ribbon!**  
**For more information, please contact:**

**Amy Haller, Show Chairman**  
**412-298-2512 cell**  
 amy@royalefarms.com



**info@pinkhorse.org    www.pinkhorse.org**

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## YES, I WOULD LIKE TO DONATE OR SPONSOR

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Name/Company\_\_\_\_\_

Address\_\_\_\_\_

City/State/Zip\_\_\_\_\_

Phone\_\_\_\_\_ Email\_\_\_\_\_

### **Sponsorships**

☐ Platinum \$5,000      ☐ Gold \$1,000      ☐ Silver \$500      ☐ Bronze \$300

All above sponsorships include a covered box seat, seats 6

### **Individual Class & Trophy Sponsors:**

☐ \$100 Championship Class Sponsor      ☐ \$125 Championship Trophy & Ribbon  
☐ \$50 Qualifier Class Sponsor      ☐ \$75 Class Trophy & Ribbon  
☐ \$25 Patron

### **Spectator Box Seating (ring side)**

☐ \$250 Covered Box Seat (6 seats)      ☐ \$125 Uncovered Box Seat (6 seats)

\*\*\*Covered Box Seats sell out quickly

### **Program Advertising**

☐ 4 Color Full Page - \$300 (Limited)      ☐ 4 Color 1/2 Page - \$250  
☐ B&W Full Page - \$200      ☐ B&W 1/2 Page - \$100  
☐ B&W 1/4 Page - \$50      ☐ B&W Business Card - \$25

### **Additional Sponsorships \$75 - \$500**

☐ Exhibitor Wrist Band - \$200      ☐ Championship Horse Cooler \$75 each  
☐ Program Book - \$500      ☐ Daily Time Schedules \$200-your logo  
☐ Box Seat Fri night catering - \$400      ☐ Box Seat Sat Night catering - \$500  
☐ Your promotional item for exhibitors'      ☐ Your promotional item for spectators  
☐ Your promotional item for box seat holder's      ☐ Other \_\_\_\_\_

All deductions may be deducted to the extent of the federal IRS tax code we are a  
Registered 501(c)3 non-profit Hosted By Equestrian Charity Events

\*\*\*\*\*All due by July 15th\*\*\*\*\*

Total Donation enclosed: \$\_\_\_\_\_ Thank you!!

The Pink Ribbon Classic      Any questions please call Amy Haller

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Valencia PA 16059

412-298-2512 or email

amy@royalefarms.com