



*Horses helping families.*

## 4<sup>th</sup> Northwest Equine Fashion Show & Benefit Auction Sponsorship Packages

### The Cause:

Every year more than 60,000 military personnel are deployed overseas. Many of these warriors are dads and moms who leave behind their spouse and children for up to eight months at a time, over and over again. Through the NWNHC Family Fund's Warrior Family Retreat these families, who are struggling with the challenges of separation and the effects of war, are brought together for healing time with horses and to build family bonds and memories that will last a lifetime.

With the help of certified equine assisted therapists the Retreat helps spouses and children to work through separation related issues and conflicts. These therapy sessions provide them with valuable tools to cope, even after the Warrior Family Retreat is over.

Your contribution to the Northwest Equine Fashion will allow us to raise the funds necessary to expand the Warrior Family Retreat to at least twice per year. Join us in supporting and thanking our families for their service.

### The audience:

More than 100 equestrians and friends of our canine companions are anticipated at the event, as well as up to 30 volunteers. Promotional efforts for the event will reach more than 20,000 horse owners, students, and enthusiasts in the Puget Sound area.

### Presenting Sponsor

As a Presenting Sponsor you will provide the fashions featured in the fashion show and assist with logistical support and promotion.

#### **Your Commitment:**

- Provide at least four outfits for the horse, human and/or canine models to wear (Merchandise will be returned or can be auctioned off.)
- Donate at least one product or service to the silent auction
- Assign a point of contact for coordinating with event organizers

- Promote the event in your email and social media efforts at least three times
- Place the event poster in at least two or more prominent locations at your business
- Encourage your vendors to support the effort

**Our Commitment:**

- Your business logo will be featured as a link on the event webpage
- You will receive an exclusive Facebook post noting your participation
- Hash tags to your business will be included in a minimum of three social media posts per week
- Your participation as a sponsor will be featured in the auction program and during the fashion show
- Your merchandise or service will be promoted as part of the auction items
- Your logo will be included on the event poster (if commitment is made by Feb. 10th)

**Additional Opportunities:**

- Sponsor a table of eight for your customers, employees and friends (\$1,000)
- Include an item (provided by you) in the event “swag bag.” (\$150)

## Fashion Show Sponsor (2)

\$5000

As the Fashion Show sponsor you will be helping to offset show production expenses and assisting in publicizing the event.

**Your Commitment:**

- Promote the event in your email and social media efforts at least three times
- Place the event poster in at least two or more prominent locations where equestrians frequent
- Encourage your friends and business associates to support the effort

**Our Commitment:**

- Your business logo or name will be featured as a link on the event webpage
- You will receive an exclusive Facebook post noting your participation
- Your participation as a sponsor will be featured in announcements during the event and in the event program
- Your name or corporate logo will be included on the event poster (if commitment is made by Feb. 10th)
- One item (provided by you) will be included in the event “swag bag”
- A table of eight for you and your guests

## Gold Sponsor (4)

\$4,000

As a Gold Sponsor you will provide a high-value item for the auction and assist in the promotion of the event.

### **Your Commitment:**

- Provide high-value (\$2,000 + value) merchandise, service or experience for the live auction
- Promote the event in your email and social media efforts at least three times
- Place the event poster in at least two or more prominent locations
- Encourage your friends, business associates and/or customers to support the effort

### **Our Commitment:**

- Your business logo will be featured as a link on the event webpage
- You will receive an exclusive Facebook post noting your participation
- Your participation as a sponsor will be featured in the auction program
- Your merchandise or service will be promoted as part of the auction items
- Your logo will be included on the event poster (if commitment is made by Feb. 10th)
- One item (provided by you) will be included in the event "swag bag"
- A table of eight for you and your guests

## Silver Sponsor (4)

\$2,500

As a Silver Sponsor you will provide a premium item for the auction and assist in the promotion of the event.

### **Your Commitment:**

- Provide premium-value (\$1000 + value) merchandise, service or experience for the live auction
- Promote the event in your email and social media efforts at least three times
- Place the event poster in at least two or more prominent locations
- Encourage your friends, business associates and/or customers to support the effort

### **Our Commitment:**

- Your business logo will be featured as a link on the event webpage
- You will receive an exclusive Facebook post noting your participation
- Your participation as a sponsor will be featured in the auction program
- Your merchandise or service will be promoted as part of the auction items
- Your logo will be included on the event poster (if commitment is made by Feb. 10th)
- One item (provided by you) will be included in the event "swag bag"
- Six tickets to the event for you and your guests

### Table Sponsor (10)

\$1,000

Receive eight tickets to the event for your friends, business associates or customers.

### Bid Number Sponsor (1)

\$500

You will receive your business logo and/or corporate message on the back of the bidding cards

### Swag Bag Sponsor (8)

\$250

One item (provided by you) will be included in the event "swag bag" given to event guests.

### Event Program Sponsor (1)

\$800

You will receive a full-page advertisement on the back of the auction program.  
(Sponsor provides artwork)

### Auction Supporter (50)

Donate an item, service or experience to be included in the silent auction (\$100+ value) or live auction (\$1,000+ value)