

Sponsorship Packet 2017



THOROUGHBRED CLASSIC HORSE SHOW

from Racehorse to Sporthorse

California Retirement Management Account (CARMA)
285 West Huntington Drive
Arcadia, CA 91007
(626) 574-6654

Dear Potential Sponsor,

The Thoroughbred Classic Horse Show (TCHS) is a breed-specific series created to provide opportunities for retired racehorses in their second careers.

TCHS is presented by the California Retirement Management Account (CARMA), a non-profit organization which funds the rehabilitation, retraining and rehoming retired California Thoroughbred racehorses. Since its inauguration in 2013, TCHS has hosted two to three shows annually at world class venues including the Los Angeles Equestrian Center, Blenheim Equisports and Galway Downs. Attended by hundreds equestrians, TCHS is the only Thoroughbred show of its kind in Southern California.

The Thoroughbred is the world's premier equine athlete whose talents extend far beyond the race track. With their stamina, courage and ground-covering stride, the breed excels at any equestrian discipline. However, over the last 20 years, the demand for Thoroughbreds in the show ring has diminished, in favor of imported European Warmbloods. As a result, these brave and valiant former racers often struggle to find new a purpose off the track.

While rescue and aftercare programs work tirelessly to place Thoroughbreds in homes for their post-racing life, we at the TCHS strive to create a venue where owners of Thoroughbred horses may showcase their versatility, thus giving them a second chance at life with a new and prolific career.

A horse show series of this scope can only succeed with the help and support of the horse racing industry as well as horse enthusiasts and equestrians like you. By supporting TCHS, you will help create show opportunities for retired racehorses and the people who adopt them.

We proudly feature almost all equestrian disciplines at every experience level such as: Hunter/Jumpers, Barrel Racing, Western, Dressage and Combined Training prized classes – but also fun classes.

Thank you for considering sponsoring this unique event that celebrates second chances at life through the amazing athleticism and talent embodying the Thoroughbred!

Sincerely,

The TCHS team

www.thoroughbredclassic.org

www.carma4horses.org

Sponsorship Levels

Sponsorships include two Thoroughbred Classic Horse Shows that will be held in 2017 at Galway Downs March 25-26 and the Los Angeles Equestrian Center in December. All levels include: Sponsor "Thank you" board in office, Public Announcements during the show, mention on Website and Facebook coverage to a social community of 5,000+ users.

\$10,000 Grand Champion Sponsor

Sponsor our \$1,500 Jumper Stakes, Hunter Derby, and Dressage Challenge. These are our most prestigious divisions that demonstrate the best of the breed. Featured in all press releases. Jump advertising, a banner in each show ring (as many as three for each show), and logo and link on website (i.e. \$1,500 Seabiscuit Jumper Stakes). Presentation of year end award to high point winner.



\$5,000 Classic Sponsor

Sponsor a division of your choice for the year, (i.e. Shoemaker 2'3" Junior/Amateur Hunters). Jump sign advertising, a banner in one show ring, and logo and link on website. Presentation of year end award to high point winner.



\$4,000 Year Exhibitor Party

Sponsor breakfast or dinner for exhibitors, volunteers and show staff for two shows. Sponsor sign (3' high x 6' wide) displayed in party tent area (or other prominent locations) acknowledging your generosity.

\$2,500 Exhibitor's Party

Sponsor breakfast or dinner for exhibitors, volunteers and show staff at a single show. Sponsor sign (3' high x 6' wide) displayed in party tent area (or other prominent locations) acknowledging your generosity.

\$1,000 Class Sponsorship

A year-long sponsor of one class throughout the show series (i.e. barrel racing)

\$500 Year Jump Sponsorship

An opportunity to sponsor a jump for all 2017 shows. Sponsor's name will be displayed on an individual jump in either the Hunter or Jumper rings.



\$300 Jump Sponsorship

Sponsor a jump at one show in the Hunter or Jumper ring. Sponsor's name will be displayed on a single jump.

\$250 Individual Class

Opportunity to sponsor one class for one show.

\$ _____ Other Contribution

Thoroughbred Classic Horse Show 2017 Sponsorship

Sponsorship Level

- \$10,000 Grand Champion Sponsor
- \$5,000 Classic Sponsor
- \$2,500 Exhibitor Party Sponsor
- \$4,000 Year Exhibitor Party Sponsor
- \$1,000 Class Sponsor
- \$500 Year Jump Sponsor
- \$300 Jump Sponsor
- \$250 Individual Class Sponsor
- \$ _____ Other Contribution
- Gift in Kind Donation: _____

Company: _____

Contact: _____

Phone: _____

Email: _____

Make checks payable to:

CARMA

285 W. Huntington Drive

Arcadia, CA 91007

Donate Online:

www.carma4horses.org/make-a-donation

*****Please note Thoroughbred Classic Horse Show on your check*****

Your donation is tax deductible. Thoroughbred Classic Horse Show is a program created by the California Retirement Management Account (CARMA) a 501c3 charity. Tax ID # 80-0146395