



**California Retirement Management Account (CARMA)  
Thoroughbred Holiday Classic Horse Show (TCHS)  
December 8-9, 2018 | Los Angeles Equestrian Center**

TCHS is an awareness event hosted by CARMA, a nonprofit dedicated to the helping and funding retired racehorses in California. The purpose of TCHS is to increase the popularity of off-track-Thoroughbreds as competitive show horses and recreational riding mounts.

Attended by hundreds of equestrians, the show offers riders of Thoroughbreds a competitive atmosphere and the opportunity to celebrate their horse's breed. TCHS is the only show exclusively for Thoroughbreds on the West Coast.

**Sponsor Level & Benefits**

Levels	Grand Champion (\$5,000)	Classic Sponsor (\$2,500)	Division Sponsor (\$1,000)
<b>Visibility</b>			
Title Sponsorship	X		
Arena Banners	3	2	1
Jump Signs	3	2	1
Winner's Circle	X		
Advertisement in Premium Book	2	1	1
Announcements	X	X	X
Social Media	X	X	X
Logo on TCHS Website	X	X	X

Underwriting Opportunities	
Calcutta Dinner	\$5,000
Calcutta Team	\$500
Jump Sponsor	\$300
Holiday Decor	\$1,500
Dessert	\$500
Bar	\$2,000
Year-End Awards	\$2,000

All underwriting and sponsorships are tax deductible to the extent of the law.

**Past TCHS Sponsors**

Borick Family Foundation, Santa Anita Park, The Jockey Club, Smart Pak, Kristin Lee Photography, Taylor Harris Insurance, Momentous Insurance, California Thoroughbred Breeders Assoc., California Thoroughbred Trainers, Camelot Riding Club, Chew Racing, Zucker Racing, John Sadler Racing, KC Horse Transportation, Feld Family Stallions, Pasadena Polo Club, TVG, Andrea Kaus Photography, Oakmont Ranch, Mary's Tack & Feed, Rick & Marcia Gold

**Sponsor Now**

For more information, call (626) 574-6622 or email [LMandella@carma4horses.org](mailto:LMandella@carma4horses.org)



# Sponsorship Level Descriptions

## Grand Champion - \$5,000

Opportunity to sponsor our \$1,500 Jumper Stakes, \$1,500 Hunter Derby, and \$1,000 Dressage Challenge. These are our most prestigious divisions that demonstrate the best of the breed. Sponsor will receive the following:

- Named Title Sponsor of the Prize Money Classes (i.e. \$1,000 Santa Anita Park Dressage Challenge)
- Winner's Circle Presentation
- A banner in each of the three show rings
- Three sets of jump advertisements
- Two printed full-page advertisements in attendee/competitor printed premium
- Name recognition everywhere Prize Money Classes are promoted (i.e. signs, announcements, press releases, website and social media)



## Classic Sponsor - \$2,500

Opportunity to sponsor the discipline of your choice: Hunters, Jumpers, Hunt Seat Equitation, Dressage, Showmanship, Western & Gymkhana or Combined Training. Sponsor will receive the following:

- A banner in two of the show rings
- Two sets of jump advertisements
- One full-page printed advertisement in attendee/competitor printed premium
- Name recognition everywhere discipline is promoted (i.e. announcements, press releases, TCHS website, social media and signs)



## Division Sponsor - \$1,000

Sponsor the division of your choice at our Thoroughbred Holiday Classic Horse Show.

- A banner at one of the show rings
- One set of jump advertisements
- One half page advertisement in attendee/competitor printed premium
- Name recognition everywhere discipline is promoted (i.e. announcements, press releases, TCHS website, social media and signs)



# Sponsor Registration

Company/Sponsor Name: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Level (Please Circle)

Grand Champion (\$5,000)

Classic Sponsor (\$2,500)

Division Sponsor (\$1,000)

## Underwriting Level (Please Circle)

Calcutta Dinner (\$5,000)

Year-End Awards (\$2,000)

Bar (\$2,000)

Holiday Décor (\$1,500)

Calcutta Team (\$500)

Dessert (\$500)

Name on Card: \_\_\_\_\_

Credit Card: \_\_\_\_\_

Expiration: \_\_\_\_\_

CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Donate online at [www.carma4horses.org/make-a-donation](http://www.carma4horses.org/make-a-donation)

Or

You can also mail this along with a check to:  
CARMA, 285 W. Huntington Drive, Arcadia, CA 91007

Federal Tax ID: 80-0146395

