



Dear Member of the Sonoma County Horse Community,

The Sonoma County Horse Council, a non-profit organization, was founded thirty years ago to preserve and protect the horseman's way of life and to vigorously champion for the well-being of our equine partners here in Sonoma County. Our initiatives address often-overlooked endeavors, such as advocating for trail access and trailer parking, offering silver buckles for children's horse shows, and establishing disaster relief funds.

On May 11, 2024, the Sonoma County Horse Council will host our **14th Equus Awards Gala and Fundraiser**. During this spectacular event, we will present the coveted Equus Award to four individuals - and one horse! - who have made an outstanding, often life-long, commitment to the equine community in Sonoma County. The evening event is attended by over three hundred people, all equine-enthusiasts, who share in the values exemplified by the honorees: a deep love of the horse and a commitment to supporting the individuals and businesses that sustain the horseman's way of life here in Sonoma County.

We are seeking sponsorship for our event. All sponsors at levels \$1,000.00 and above will receive recognition in the invitation, the program, the awards slideshow and the SCHC Horse Journal. Sponsors at levels of \$5,000.00 and above will be given unique naming opportunities as well as company logo placement at the event. Please reach out to Kim Murphy, for assistance with your sponsorship, at (707) 889-8811.

Your tax-deductible donation as an event sponsor would be greatly appreciated.
Choose your sponsorship level and pay online: www.sonomacountyhorsecouncil.org/equus

A donation sponsoring and supporting the Equus Awards Gala and Fundraiser impacts the Sonoma County's horse community directly. It will provide resources used for our Economic Impact Study - which when last completed estimated the equine industry generated \$613 million annually for Sonoma businesses, supported over 7,700 jobs, and provided over \$11 million in annual local tax revenue - figures second only to the region's wine industry. Sponsors make possible our non-profit's countless activities that support the horse owner including disaster relief, emergency evacuation support, advocacy for trail access, development and safety, youth programs, as well as grass-roots community inclusion and outreach through the award-winning quarterly SCHC Horse Journal.

We truly appreciate all gifts that support our beloved horses and equine community here in Sonoma County, and thank you so much, in advance, for your consideration.

Very sincerely,

Henry Beaumont

President, Board of Directors, Sonoma County Horse Council
501(c)(3) organization; Federal Tax ID #68-0400194
P.O. Box 7157, Santa Rosa, CA 95407 • www.sonomacountyhorsecouncil.org



14th Sonoma County Horse Council Equus Awards Gala and Fundraiser

The 14th Sonoma County Horse Council Equus Awards Gala and Fundraiser is a celebration of our joyous 30-year journey supporting the bond shared between Sonoma County's horse lovers, horse-related business owners and equids themselves. This year's coveted Equus Award acknowledges the particularly outstanding contributions of four individuals and one horse to the Sonoma County equestrian community. Our elegant event will be held at the Friedman Center in Santa Rosa, California on May 11, 2024.

Ten years ago, the Sonoma County Horse Council (SCHC) joined forces with Sonoma State University and conducted an economic impact study of the county's horse community. Economist consultants estimated that the equine industry generated \$613 million annually for Sonoma County businesses, supported over 7,700 jobs, and provided over \$11 million in annual local tax revenues for Sonoma County - all of which create beneficial "ripple-effect" contributions to our local economy.

Sponsors help to support future survey work, which can provide information for strategic changes that can be used to improve business critical to the sustainability of the horse community. The SCHC has commissioned an updated Economic Impact Study to be completed this year.

Sponsors also help to make other important SCHC activities possible, including horse-trailer training, governmental advocacy for trail development and enhancement, support for youth programs and events, disaster and emergency training and relief, microchipping, vaccination, and gelding clinics, and promoting other horse-related organizations and businesses.

Please consider a donation to the 14th Sonoma County Horse Council Equus Award Gala and Fundraiser. We look forward to celebrating our outstanding honorees and beloved horse community with you!

All sponsors receive the following:

- VIP early-entrance to the event
- Listing in the Event Slideshow and Program
- Logo on Table Signage
- Acknowledgement and business logo on SCHC Social Media and Website
- Sponsor message and business logo in Equus Awards Gala promotional emails
- 15% Discount on any new Ad-Buy in the SCHC Horse Journal
- Acknowledgement in the Equus Awards section of the SCHC Horse Journal



- **The Pinnacle Patron:** The highest tier for those who wish to make a substantial impact on our horse community. The sponsor cost is **\$10,000**. Sponsors are acknowledged at the event by our emcee, receive ten (10) tickets to the Gala, and an invitation to a private reception for the Equus Award honorees. Your banner will be displayed prominently at our public events throughout 2024 and 2025. This sponsorship underwrites the elegant dinner service at the Gala.
- **The Galloping Guardian:** For those who aspire to shine brightly in support of the Equus Awards. The sponsorship cost is **\$5,000**. Sponsors receive eight (8) tickets to the Gala and an invitation to a private reception for the Equus Award honorees. Sponsorship underwrites the Hitchrack Bar at the Gala.
- **The Noble Contributor:** Join us to ensure the success and sustainability of Sonoma County Horse Council's community activities. The sponsorship cost is **\$2,500**. Sponsors receive four (4) tickets to the Gala. Sponsorship underwrites the Dessert Service at the Gala.
- **The Steed Sustainer:** Every contribution helps to maintain the excellence of the Equus Awards gala and Sonoma County Horse Council events. The sponsorship cost is **\$1000**. This level includes two (2) tickets to the Gala. Sponsorship underwrites the Champagne Welcome at the Gala.
- **The Distinctive Trailblazer – choose something to support:** The sponsorship cost is **\$1000**. For those who cannot attend the Gala but wish to support future SCHC events:
 - Sonoma County Fair "Horseplay at the Fair" Exhibition
 - Trailering Courses
 - Special Youth Events (horse shows, play days, clinics, etc.)
 - Equine Emergency Evacuation Training Courses
 - Participation in projects with other community organizations that support horse-related activities

We deeply appreciate your Equus Awards sponsorship or donation to SCHC. All contributions to our fundraising effort will help support the Sonoma County Horse Council's initiatives.

Thank you!

Please view the list of past Equus Awards honorees here:

<https://www.sonomacountyhorsecouncil.org/hall-of-fame>



**14th SONOMA COUNTY HORSE COUNCIL EQUUS AWARDS GALA and FUNDRAISER
May 11, 2024**

Sponsorship Form

Please return the sponsorship form below at your earliest convenience. Early submission will allow you to take advantage of the media exposure available with your generous donation.

You can:

- Become a Sponsor online at: www.sonomacountyhorsecouncil.org/equus
- Complete this form, scan, and email to: vicepresident@sonomacountyhorsecouncil.org
- Mail the completed application with your check to:
Sonoma County Horse Council, P. O. Box 7157, Santa Rosa, CA 95407

Questions? Call Kim Murphy (707) 889-8811 or Sahar Bartlett (415) 509-2911.

INDIVIDUAL OR BUSINESS NAME: _____

SPONSORSHIP LEVEL or DONATION AMOUNT: _____

Contact Information:

ADDRESS: _____

EMAIL: _____

PHONE AND OTHER CONTACT INFORMATION FOR SPONSORSHIP ACTIVATION:

Payment by Credit Card:

Name on Card: _____ Zip: _____

Card Number: _____ CVV Code: _____ Exp: _____

SIGNATURE _____ Date: _____

**Thank you for supporting your Sonoma County Horse Council, the Equus Awards,
and our Equestrian Way of Life!**