



SATURDAY, OCTOBER 5TH
MARE RIDING CENTER | 5:30 PM

DIAMONDS & DENIM

 M.A.R.E.

SPONSORSHIP OPPORTUNITIES

EVENT DETAILS

Saturday, October 5, 2024

5:30 PM

MARE Riding Center

18200 Johnson Rd, Bakersfield

M.A.R.E. Riding Center is very excited to be celebrating its 34th year serving Kern County. The Diamonds and Denim gala supports children, adults, and veterans of our community with physical, cognitive, and emotional challenges. Through our Equine Assisted Program these individuals find strength and independence. This evening will showcase just how life-changing our program can be.

Guest Profile:

- Individuals and couples ages 25 to 85
- Key influencers, connectors
- Charity supporters, socially conscious and community-minded
- Community Advocates
- Enjoy wine, creative cocktails, and unique cuisine
- On average, guests donate/spend \$100-\$400 per event



ABOUT M.A.R.E

At the heart of the "Diamonds and Denim" event is our unwavering commitment to empowering individuals with special needs through therapeutic riding, encapsulating our mission to provide a nurturing environment where barriers are overcome, and potential is unlocked.

Our program, highlighted during this event, offers personalized equestrian activities designed to foster physical, emotional, and social growth, showcasing the transformative power of equine-assisted therapies through participant stories and achievements.

The impact of "Diamonds and Denim" extends beyond a single night, directly supporting our efforts to enhance access to our programs, improve facilities, and ensure our services remain available to all in need, reinforcing our belief in making a tangible difference in the lives of our participants and their families.

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DIAMONDS & DENIM

MARKETING STRATEGY

SAVE THE DATE

A printed card formally announcing the event date and theme, as well as confirmed high-level sponsors.
Expected audience: 300-350

INVITATION

Mailed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details.
Expected audience: 675-700

E-PROMOTIONS

Newsletters will be emailed to the entire network of the MARE Riding Center's supporters.

WEBPAGE

Your logo will be featured as a sponsor on our ticketing webpage as well as the MARE Riding Center website.

SOCIAL MEDIA

With an audience of over 4,360 spread across social media outlets, MARE Riding Center will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

PROGRAM

Distributed to an expected audience of 275 guests at the event, the program includes event details, sponsor recognition, MARE Riding Center program information, and auction item descriptions.



PLATINUM PADDOCK

A \$20,000 investment in MARE Riding Center as the exclusive presenting partner

- Exclusive recognition as presenting sponsor with name or logo incorporated in event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, invitations and more
- Prominent recognition on e-blasts and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching MARE Riding Center followers
- Logo & link to your company website from the MARE Riding Center event website
- Invitation for company representative to address audience with welcome remarks during seated program (1 min)
- Dedicated social media thank you post
- First right of refusal for presenting sponsor of the 2025 event
- Two prominent VIP tables of 8 for a total of 16 guests



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GOLD GALLOP

A \$15,000 investment in MARE Riding Center

- On-stage verbal recognition during the seated program
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including invitation, programs, signage
- Logo recognition on e-blasts and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching MARE Riding Center followers
- Logo & link to your company website from the MARE Riding Center event website
- Dedicated social media thank you post
- One prominent VIP table for 8 guests



SILVER STIRRUP

A \$10,000 investment in MARE Riding Center

- On-stage verbal recognition during the seated program
- Logo inclusion in some event public relations and advertising initiatives and event collateral including programs and signage
- Logo for your company on the MARE Riding Center event website
- Dedicated social media thank you post
- One prominent VIP table for 8 guests

BRONZE BRIDLE

A \$5,000 investment in MARE Riding Center

- Logo recognition on event website, signage, eblasts, and programs
- Dedicated social media thank you post
- VIP table seating for 4 guests



COPPER COLT

A \$2,500 investment in MARE Riding Center

- Name inclusion on event website, signage, eblasts, and programs
- GA table seating for 4 guests

DIAMONDS & DENIM

MENU OF ADDITIONAL SPONSORSHIPS

\$5,000 OPPORTUNITIES *Includes 4 VIP tickets*

Mission Moment (1 available) Underwrite production costs and tie your brand to the heartfelt Mission Moment video. *Benefits include:* Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by...", highlighting of company name or logo on event website, event signage, programs and continued post event impressions as video or moment is shared on social.

Glassware (1 available) See your logo in the hands of all of our stunning guests and volunteers! These glasses are used on event day for all beverage samples and guests are invited to take them home to display in their glassware cabinets! *Benefits include:* Logo on each wine glass, included on event website.

Raffle Opportunity (1 available) One hundred tickets for sale, and only 1 will be chosen to win an amazing prize! *Benefits include:* Your brand being featured at the raffle display and the opportunity for a sponsor representative to go onstage with the emcee or charity representative to reveal the contents and select the winner! Logo included on preview e-blast.

\$2,500 OPPORTUNITIES *Includes 4 GA tickets*

Strike a Pose (1 available) Get ready for the perfect photo moment as guests step in front of a theme-inspired backdrop proudly displaying your logo. Your brand will not only shine during the event but will continue to make an impact as photos are posted, liked, and shared across social media platforms. *Benefits Include:* Logo on photo opportunity, on event website, social media, and programs.

Live Auction (1 available) Be a part of the excitement of the Live Auction! *Benefits include:* logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction.

Table Wine (1 available) Who doesn't love a glass of wine with a deliciously curated meal?! See your logo on all of the table wine for the seated program! *Benefits include:* logo recognition on the table wine bottles, and included on event website.

DIAMONDS & DENIM

MENU OF ADDITIONAL SPONSORSHIPS

\$2,500 OPPORTUNITIES *Includes 4 GA tickets*

Cocktail & Beverage (2 available) This cocktail station will be the signature alcoholic creation of the evening that all guests will enjoy! Be the brand they see as they experience these fabulous sips. *Benefits include:* logo represented at the cocktail station, included on event website, and programs.

Entertainment (1 available) Every guest loves having fun music and entertainment. Your company will be recognized as providing all the fun! *Benefits include:* verbal recognition from stage, logo included on event website, and programs.

Silent Auction/Mobile Bidding (1 available) As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location! *Benefits include:* logo recognition on the silent auction preview eblast, all silent auction description pages, event website, and programs.

\$1,500 OPPORTUNITIES *Includes 2 GA tickets*

Volunteers (1 available) 20+ volunteers working the room and engaging more than 350 guests. These community members offer a great opportunity to showcase your brand. *Benefits include:* Logo placed on volunteers' lanyards or shirts, event website, and programs.

The Watering Hole (3 available) Help our attendees stay hydrated as they enjoy a fabulous evening with entertainment, food, and cocktails tantalizing the senses! *Benefits include:* Logo recognition at station, on event website and programs.

Cocktail Napkin (2 available) Your logo will grace our stylish napkins, turning each cocktail into a sophisticated statement and ensuring your brand is in the hands of every attendee as they enjoy savory bites and delicious libations during the Soiree. *Benefits include:* Logo recognition on napkins, event website and programs.

Dessert (1 available) Always save room for dessert and put your logo out there too! Dessert will be served with your logo included with the dessert or on a take home box! *Benefits include:* Logo recognition on/ with dessert, event website and programs.

DIAMONDS & DENIM

SPONSORSHIP COMMITMENT FORM

To confirm your sponsorship, please fill out the form below and mail a check to
MARE Riding Center OR pay online at mareridingcenter.com/donate

PLATINUM PADDOCK (\$20,000) GOLD GALLOP (\$15,000)

SILVER STIRRUP (\$10,000) BRONZE BRIDLE (\$5,000) COPPER COLT (\$2,500)

ONE-OF-A-KIND OPPORTUNITY _____ \$ _____

Name for Recognition Purposes: _____

Contact Name: _____

Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ Payable to MARE Riding Center.

Mail to: P.O. Box 21916, Bakersfield CA 93390

For more information, please contact Kimiko Kobayashi

MARE Office Phone: 661-589-1877 | Cell: 760-224-4421

Email: kimiko@mareridingcenter.com

Logo Instructions: Email logo to Kimiko@mailridingcenter.com

EPS. and/or PNG. file preferred

