



February 9, 2010

To Whom It May Concern:

We hope that you will be a sponsor for our fundraiser in 2010. People & Animal Learning Services (PALs) is a nonprofit 501(c) (3) organization in Bloomington, Indiana that offers equine assisted activities such as therapeutic horseback riding to children and adults with disabilities and at-risk youth. In order for our program to be successful, PALs relies on support from the community and special events.

The Mane Event (formally the Wine/Beer Tasting & Auction) will be held at The Clubhouse at the Fields in Bloomington on Thursday, June 10<sup>th</sup> from 6:00 to 9:00pm. There will be several local wineries and breweries participating in this event. Please consider joining as a sponsor for this wonderful event! Last year we raised over \$16,000 and had over 250 guests in attendance. After last year's success, we are adding a live auction and a dinner portion to the event this year. We anticipate over 250 guests and hope to raise over \$20,000 with your help.

I am sure that almost every day you are approached to make some sort of donation to a community organization. I want to take this opportunity to thank you for all the times you have said yes, not only to PALs, but to other organizations as well. Your generosity helps make our community a better place to live and helps to provide services, much like those offered at PALs, to our community members, which would otherwise be impossible to achieve.

Included is a detailed guide on sponsorship opportunities and the benefits you will receive for sponsoring the The Mane Event. I will be contacting you within the next couple of weeks to follow-up this letter and to answer any questions you may have. Event sponsorship confirmation must be received by **April 9<sup>th</sup>** to ensure that sponsors obtain all benefits from their donation.

Since 2000, PALs has provided 12,100+ high quality therapeutic riding lessons, improving the lives of hundreds of children, youth, adults and seniors in our community. In 2010, PALs will provide over 1,800 therapeutic riding lessons. It is PALs' sincerest desire/hope to provide services to all individuals who apply, regardless of financial constraints, and we offer scholarships to our riders as needed. PALs is the only NARHA Premier Accredited Center in our area. We are actively involved with the Indiana Horse Council. In addition, PALs is a United Way of Monroe County Certified Member Agency.

Thank you for taking time to learn more about how you can assist PALs in continuing to fulfill our mission, and further the growth and well-being of our community.

Sincerely,

Fern Bonchek  
Executive Director  
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# JUNE 10, 2010

## EVENT SPONSORSHIP OPPORTUNITIES

### DIAMOND SPUR SPONSOR: \$1,500

- ◆ Large company logo on the invitation
- ◆ Large company logo on the ticket
- ◆ Large company logo on the flyer
- ◆ Large company logo on the program
- ◆ Listed in all PSAs as sponsor of the event
- ◆ Large company logo on signage at the event
- ◆ Name listed in a PALS newsletter and 2010 Annual Report (circulation 1,900+)
- ◆ Large company logo listed on the PALS website as a hyperlink
- ◆ Large company logo on a sign at the PALS arena after the event for one year



### BRONZE SPUR SPONSOR: \$500, IN-KIND, VENDOR, & MEDIA SPONSORS

- ◆ Small company logo or name on the invitation
- ◆ Small company logo or name on the flyer
- ◆ Small company logo or name the program
- ◆ Listed in all PSAs as sponsor of the event
- ◆ Small company logo or name on signage at the event
- ◆ Name listed in a PALS newsletter and 2010 Annual Report (circulation 1,900+)
- ◆ Small company logo or name listed on the PALS website as a hyperlink
- ◆ Small company logo or name on a sign at the PALS arena for one year after the event

### GOLD SPUR SPONSOR: \$1,000

- ◆ Medium company logo on the invitation
- ◆ Medium company logo on the ticket
- ◆ Medium company logo on the flyer
- ◆ Medium company logo on the program
- ◆ Listed in all PSAs as sponsor of the event
- ◆ Medium company logo on signage at the event
- ◆ Name listed in a PALS newsletter and 2010 Annual Report (circulation 1,900+)
- ◆ Medium company logo listed on the PALS website as a hyperlink
- ◆ Medium company logo on a sign at the PALS arena after the event



- ◆ *Event sponsorship confirmation must be received by April 9th to ensure that sponsors obtain all benefits from their donation*
- ◆ *Diamond, Gold and Bronze Spur Sponsors will receive two complementary tickets to the event*

