



July 12, 2010

To Whom It May Concern:

We hope that you will be a sponsor of the 10<sup>th</sup> Annual PALs Fun Show on Saturday, October 9<sup>th</sup>, 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 PALs Fun Show is a community event that allows our riders to exhibit their acquired skills in a public arena. Our riders look forward to this event all year long. For some riders this is the only sports activity in which they are able to participate. Many of our riders place their Fun Show trophy next to their sibling's soccer or football trophies.

More than 50 riders participated at the Fun Show last year and more than 300 visitors came to watch the riders demonstrate their abilities. PALs hopes that the 2010 Fun Show will be an even greater success. We need your help to accomplish this goal.

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 detailed information on sponsorship opportunities and the benefits you would receive for sponsoring the 10<sup>th</sup> Annual PALs Fun Show. I will be contacting you within the next couple of weeks to follow-up this letter and to answer any questions. Event sponsorship confirmation must be received by August 13<sup>th</sup> 2010, 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 and we are 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,

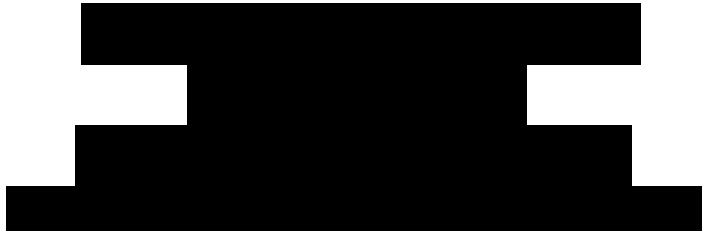
Fern Bonchek  
Executive Director  
812-325-5102 cell/fbonchek@indiana.edu

**Mailing Address:**  
PO Box 1033  
Bloomington, IN 47402

**Barn Location:**  
680 W. That Rd.  
Bloomington, IN 47403

812.336.2798 office  
866.800.2665 fax  
812.824.3000 barn  
pals@indiana.edu  
www.palstherapy.org





- i Large company logo on the event flyer/mailer
- i Large company logo in the event program
- i Listed in all public service announcements as a sponsor of the event
- i Large company logo on signage at the event
- i Large company logo in the PALS newsletter (circulation 1,900+)
- i Large company logo listed on the PALS website as a hyperlink
- i Large company logo on a sign at the PALS arena for one year after the event



- i Medium company logo on the event flyer/mailer
- i Medium company logo in the event program
- i Listed in all public service announcements as sponsor of the event
- i Medium company logo on signage at the event
- i Medium company logo in the PALS newsletter (circulation 1,900+)
- i Medium company logo listed on the PALS website as a hyperlink
- i Medium company logo on the sign at the PALS arena for one year after the event

- Small company logo or name on the event flyer/mailer
- i Small company logo or name in the event program
- i Listed in all public service announcements as sponsor of the event
- i Small company logo or name on signage at the event
- Small company logo or name in the PALS newsletter (circulation 1,900+)
- Small company logo or name listed on the PALS website as a hyperlink
- i Small company logo or name on the sign at the PALS arena for one year after the event



- i Company name in the event program
- i Name in the PALS newsletter (circulation 1,900-)