

Horse Aid Live

**The Inaugural Event
October 2010
Downtown Venue
Lexington, Kentucky**

Sponsorship Information

www.HorseAidLive.org

Horse@HorseAidLive.org
859-621-0051

Mission The mission of Horse Aid Live, Inc. is to promote humane treatment for all equines, regardless of breed, and to provide support for non-profit organizations that provide humane treatment and shelter for equines.

Horse Aid Live will accomplish its mission by working with and providing support, both financial and organizational, to non-profit organizations that serve the unwanted equine population regardless of breed, including donkeys, miniatures and mules. Horse Aid Live will stage an annual concert event to raise money and awareness for equines so fewer equines end up in crisis.

Who We Are Horse Aid Live is a non-profit charitable fund-raising organization which provides horse enthusiasts, horse industries, and supporters of equines of all breeds a way to give to one entity which then distributes annual grants to other non-profit organizations that support and provide humane treatment, shelter, and care to equines of all breeds.

While Horse Aid Live is a new organization, our Board of Directors are committed, successful individuals who are horse industry professionals or enthusiasts that bring experience and longevity.

Annual Event Horse Aid Live will raise money primarily through an annual live music concert event. The Inaugural 2010 Horse Aid Live concert will take place in Lexington, Kentucky, October 2010 at a major concert venue in downtown.

Why Horse Aid The growing number of unwanted horses continues to rise. Industry experts believe several factors contributing to this increase include the downturn in the economy, rising costs of maintenance, hay and feeding, escalating veterinary costs, overbreeding, and the cost of euthanasia and carcass disposal. Horse Aid Live will raise funding to help those horses that are already in crisis and to support other non-profit organizations that provide humane treatment, shelter, and care to equines, regardless of breed. Grants will be distributed through an annual application process open to any charitable 501(c)3 organization that shelters, rehabilitates, or retrains unwanted, neglected, and abused equines of any or all breeds.

Economic Scope† The industry will need a minimum of \$25,714,000 just to care for the horses that are currently being turned away from shelters. With the projected increase in the number of unwanted horses, the future minimum economic outlook to care for the growing number of unwanted horses is daunting.

†"2009 Unwanted Horses Survey." www.unwantedhorsecoalition.org.



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The Venue **Major Downtown Arena, Lexington, Kentucky**

20,000 concert seating capacity

Horse Aid Live has selected Lexington, Kentucky, “The Horse Capital of the World,” to launch its inaugural event, home of the most notable horse farms in the world, Keeneland Race Track, The Kentucky Horse Park, and The Rolex Kentucky 3-Day Event.

The Date **Saturday, October 2010**

An international equine enthusiast audience will be in Lexington for two major international equestrian events taking place during the daytime hours on this Saturday in October 2010: the 2010 Alltech FEI World Equestrian Games™ and Thoroughbred racing at Keeneland Race Track.

The Audience **FEI World Equestrian Games™ International**

Horse enthusiasts from around the globe will be in Lexington for the FEI World Equestrian Games™. 600,000 tickets will be sold for this 16-day event taking place in Lexington, Kentucky. Opening Ceremonies for the Games will be held Saturday, September 25 with Closing Ceremonies the evening following Horse Aid Live, Sunday, October 10, 2010. Because competition is complete each day in the afternoon, this world-wide audience of equine enthusiasts will be seeking evening entertainment. On October 9, competition is scheduled for driving, vaulting, and para dressage. One of the largest draws for the Games, show jumping, completes its competition during the afternoon of October 9 ensuring thousands of horse lovers will be looking for evening entertainment.

This is the first time the FEI World Equestrian Games™ will be held outside of Europe. Eight world champions will be awarded during the World Equestrian Games in the disciplines of dressage, reining, vaulting, endurance, para dressage, driving, jumping, and eventing.

Keeneland Race Track Live Thoroughbred Racing

The Fall Race Meet at Keeneland Race Track, also in Lexington, Kentucky, begins Friday, October 8 and runs for three weeks. The opening weekend coincides with Horse Aid Live and features qualifying races for the November Breeders Cup. The day of the concert, racing of the highest quality in the world will be held, as three Grade I Stakes races are scheduled to run as well as one Grade II Stakes and a Grade III Stakes.

Horse Aid Live Members

Annual Horse Aid Live Memberships will be available online for \$25/year. Benefits of membership include:

- Two week advanced ticket purchasing opportunity to Horse Aid Live
- 15% Discount on merchandise through on-line store
- Emails about concert and artist updates
- Monthly free merchandise drawing



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International Audience

"The 2010 Alltech FEI World Equestrian Games™ will be the largest equestrian event ever held in the United States, and it will be the USA's largest spectator sporting event in 2010. More than 800 athletes and 900 horses from 60+ countries will compete for eight world championships in equestrian sports ... NBC's coverage of the 2010 Alltech FEI World Equestrian Games™ represents the largest major network broadcast of equestrian sport in U.S. television history."

The official NBC press release

FEI World Equestrian Games Locations:

1990	Stockholm Sweden
1994	The Hague Netherlands
1998	Rome Italy
2002	Jerez Spain
2006	Aachen Germany
2010	Lexington, KY USA

2010 Alltech FEI World Equestrian Games™

International horse enthusiasts will be in Lexington for the 2010 Alltech FEI World Equestrian Games™. 600,000 tickets will be sold for this 16-day event taking place in Lexington, Kentucky. Opening Ceremonies for the Games will be held Saturday, September 25 with Closing Ceremonies the evening following Horse Aid Live, Sunday, October 10, 2010. Because competition is complete each day in the afternoon, this world-wide audience of equine enthusiasts will be seeking evening entertainment. On October 9, competition is scheduled for driving, vaulting, and para dressage. One of the largest draws for the Games, show jumping, completes its competition during the afternoon of October 9 ensuring thousands of International horse lovers will be looking for evening entertainment.

This is the first time in the history of the FEI World Equestrian Games that they will be held outside of Europe.

Eight world champions will be awarded during the World Equestrian Games in the disciplines of dressage, reining, vaulting, endurance, para dressage, driving, jumping, and eventing.

The International audience is also demonstrated by the huge number of World Equestrian Games volunteers from around the globe. **"In the first ten days** since the launch of a new Web-based volunteer registry system, nearly 4,000 new volunteers have already signed up online for the 2010 Alltech FEI World Equestrian Games™. **Volunteers from 49 states and 46 countries have signed up so far ... International volunteers from Russia, France, Chile, South Africa, and Thailand are just a few among the nearly 400 people from around the world who have already registered. 'This is the highest response of International volunteers that we have experienced** on TRS, *The Registration System™*," said Florence May, President of Simply Hospitality, who coordinates online event management. **'This global outpouring of enthusiastic interest mirrors the world-class level of these championships.'**" 2/14/08 FEI Press Release. http://www.fei.org/Events/FEI_World_Equestrian_Games.

The Fédération Equestre Internationale (FEI), founded in 1921, is the International body governing equestrian sport recognised by the International Olympic Committee (IOC). It is based on the principle of equality and mutual respect between all 134 affiliated National Federations, without prejudice to race, religion or internal politics.



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Audience Demographics

Equestrians are typically active, affluent, and mobile. Direct, indirect and induced economic impacts of the industry on United States and individual state economies include:

- Nationally, \$102 billion via direct, indirect and induced spending
- 1.4 million full-time equivalent jobs produced

Source: American Horse Council 2005 Study by Deloitte Consulting

Equestrians live a lifestyle, not just compete in a sport. This passion translates into a committed market creating opportunities for sponsors.

- 91% describe themselves as “passionate about horses”
- 87% define horses as “one of the most important things in my life”
- 74% prefer attending equestrian events to all other outdoor sports events
- 76% are more likely to buy products and services from companies that sponsor equestrian events
- 58% would participate in on-site trials of non-horse related products at equestrian events
- 86% would take advantage of equine-related products at the same events

Source: www.usef.org statistics

U.S. Equestrian Federation Demographics:

- Spend an average of \$16,000 annually/person on equine-related purchases, not including horses or travel
- 85% are women
- 66% have a minimum 4-year-college degree or better
- 80% make or directly influence purchasing decisions at work
- 38% have a net worth over \$500,000
- 56% are employed full-time
- 63% have traded stocks, bonds, or mutual funds in the last year
- 22% own two or more homes
- Market value of the average home is \$594,000
- Have an average income of \$185,000
- Own an average of three vehicles
- Own an average of four horses
- Spend an average 30 nights per year in a hotel
- 94% own a pet other than a horse or pony and of those average 2.1 cats, 2 dogs, and 1.5 other pets

Source: www.usef.org statistics

Thoroughbred Owners & Breeders Association Demographics:

- \$8,252,860 = Average Net Worth
- \$1,327,270 = Average Market Value of Primary Residence
- \$546,510 = Average annual Income
- \$203,818 = Average amount spent on equine-related services in past year
- \$58,920 = Average amount spent on equine-related products in past year
- 134 Acres = Average size of farm

Source: www.bloodhorse.com/mediakit/pdf/AudienceProfile_use.pdf



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Unwanted Horse Statistics



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Unwanted Horse Economic Scope†

The industry will need a minimum of \$25,714,000 just to care for the horses that are currently being turned away from existing rescue, retirement, adoption, and retraining facilities.

With the projected increase in the number of unwanted horses the future minimum economic outlook to care for the growing number of unwanted horses is daunting, to say the least.

The intent of the Unwanted Horse Coalition's *2009 Unwanted Horses Survey* was to gather projectable national metrics that would be useful in identifying and/or creating solutions to the problem. For the first time, voices from one coast to the other were being heard on the unwanted horse problem, and feedback from a broad cross-section of the horse industry was captured. Speculating there is an alarming rise in the numbers of unwanted horses is one thing; hearing that alarm sounded and confirmed by thousands is another. The results are surprisingly consistent nationwide, with little to no variance by region.

The response was greater than anticipated: when the survey site went live in November 2008, nearly 500 respondents had completed the survey in the first day. In a matter of a few weeks, 27,000 more had responded and thousands of those had write-in comments.

Economic Impact Estimate†

To fully understand the financial impact of the unwanted horse problem, it's imperative to look at the current situation faced by rescue/retirement/adoption/retraining facilities. With an annual budget need of \$2,300 to care for one horse, **the industry will need a minimum of \$25,714,000 just to care for the horses that are currently being turned away from existing facilities.**

Current Situation At Rescue/Retirement/Adoption/Retraining Facilities		
	Average Per Facility	Estimate 430* U.S. Facilities
Maximum Rate of Occupancy	42 Horses	18,060 Horses
Horses Turned Away	26 Horses**	11,180 Horses
Annual Operating Budget	\$73,000	\$31,390,000
Annual Budget Per Horse	\$2,300	

*The American Horse Defense Fund lists 432 facilities in its national database.

**Primary reason horses are turned away is due to individual facilities currently operating at maximum capacity.

†"2009 Unwanted Horses Survey." A study commissioned by the Unwanted Horse Coalition. Reprinted with permission of the Unwanted Horse Coalition/The American Horse Council. www.unwantedhorsecoalition.org.



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The Unwanted Horse†

The Unwanted Horse Coalition defines unwanted horses as: “Horses that are no longer wanted by their current owner because they are old, injured, sick, unmanageable, fail to meet their owner’s expectations, or the owner is no longer able to afford them.”

Magnitude†

Perceptions that unwanted horses are a big problem have escalated dramatically in the past three years. More than 80% of respondents in every group perceived unwanted horses as a big problem in the past year - compared to 20+% who believe it was a big problem three years ago.

	Stakeholders n = 2,245	Rescue/ Adoption Facilities n = 60	Horse Owners n = 20,484	Non-Horse Owners n = 422
Number of Unwanted Horses is Increasing	96%	93%	96%	93%
Feel Unwanted Horses Is A Big Problem in Past Year	86%	87%	88%	82%
Feel Unwanted Horses Was A Big Problem 3 Years Ago	22%	28%	20%	26%

n=total number of respondents who answered the question.

Why A Horse Becomes Unwanted†

When asked to select what they **believed to be the three most common reasons horses become unwanted (from a list of 10)**, all but one group indicated **“Could no longer afford the horse” as the number one reason.**

	Stakeholders n = 2,245	Rescue/ Adoption Facilities n = 60	Horse Owners n = 20,484	Non-Horse Owners n = 422
Could No Longer Afford Horse	83%	72%	81%	82%
Horse Was Too Old/Injured	68%	94%	69%	61%
Lost Interest Or Use for Horse	53%	45%	46%	32%
Change in Employment Status	22%	25%	25%	27%
Horse Was Unmanageable	22%	23%	28%	18%

n=total number of respondents who answered the question.

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Breeds of Unwanted Horses†

Horse Owners report horses that are sold or euthanized are more likely to be American Quarter Horses, which are consistent with the percentage of registered Quarter Horses in the United States. Horses that are donated are more likely to be reported as Thoroughbreds.

	Sold A Horse n = 1,601	Donated A Horse n = 93	Euthanized A Horse n = 444	U.S. Horses Registered *
American Quarter Horse	41%	32%	38%	50%
Paint	20%	6%	8%	13%
Thoroughbred	10%	46%	20%	14%
Arabian	7%	5%	17%	3%
Appaloosa	6%	3%	9%	2%
Others (Registered & Non-Registered)	5%	6%	8%	18%

n=total number of respondents who answered the question.

*Source: "Horse Industry Directory", 2009, American Horse Council

Most Recent Occupation of Unwanted Horses†

Horse Owners report that horses used for recreational riding are more likely to be euthanized. Horses used to show/compete are more likely to be sold, which reflects their market value, while those used for racing are more likely to be donated for retraining.

	Owners Use of Horse *	Sold A Horse n = 1,786	Donated A Horse n = 100	Euthanized A Horse n = 458
Recreational	81%	52%	48%	79%
Show/Compete	53%	31%	20%	13%
Breeding	33%	10%	8%	5%
Racing	10%	7%	24%	3%

n=total number of respondents who answered the question.

*Multiple responses.

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Sponsor Opportunities



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Sponsorships

Horse Aid Live provides inclusion, generous rights, and interaction with concert attendees and Artists/VIPs to this international market. Increase brand loyalty and awareness while showcasing your company's social and community responsibility. Horse Aid Live will work with you to customize a sponsorship package at any level.

The following sponsorships are available, or a custom sponsorship can be created to meet your needs:

Title Sponsor

Full Title Designation for 2010 Horse Aid Live

Presenting Sponsor

Official Sponsor

Corporate Sponsor

Platinum Sponsor

Gold Sponsor

Bronze Sponsor

Friends of Horse Aid Live

In-Kind Sponsors

Media Sponsor

VIP Sponsor

VIP Gift Bag Product Sponsor



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Title Sponsor

Full Title Designation for 2010 Horse Aid Live offers a package of benefits designed to provide the highest visibility to market your product or message.

Sponsorship will be customized to meet the special needs and interests of sponsor. Signature benefits include:

- Company Name in Event Title
- Company Name and Logo in 2010 Horse Aid Live Logo
- Company Name and Logo dominant presence:
 - Concert Tickets
 - Concert Ticket Sales Advertisements, Promotions & News Releases
 - www.HorseAidLive.org Website and Link
 - All 2010 Horse Aid Live Advertisements, Promotions & News Releases
 - Concert Event Webcast
- Right to utilize Horse Aid Live Logo and "Title Sponsor" designation in marketing and promotional activities
- Company Message included on Video Screens during Event (no audio)
- Full Page Color Ad in Event Program
- VIP Tickets and Access Credentials
- Hospitality benefits in VIP Area
- Signage in VIP Area
- Vendor promotions in high-traffic areas to promote sponsor product
- Cross promotional opportunities
- Product placement to Artists/VIPs
- Product Inclusion in VIP Gift Bags
- Hospitality benefits
- Category Exclusivity/Official Status
- Cross promotional opportunities
- Promotional opportunities to Horse Aid Live Members



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Customized Sponsorships

Presenting Sponsor (\$50,000)

Official Sponsor (\$20,000)

Sponsorships available for those wanting to participate at a more prominent level are customized, although all offer standard benefit packages designed to provide the highest visibility of a company message or product.

Standard benefits include:

- Company Name and Logo:
 - Concert Tickets
 - Concert Ticket Sales Advertisements, Promotions & News Releases
 - www.HorseAidLive.org Website and Link
 - All 2010 Horse Aid Live Advertisements, Promotions & News Releases
 - Concert Event Webcast
- Right to utilize Horse Aid Live Logo and “Presenting/Official Sponsor” designation in marketing and promotional activities
- Company Message included on Video Screens during Event (no audio)
- Full Page Color Ad in Event Program
- VIP Tickets and Access Credentials
- Hospitality benefits in VIP Area
- Signage in VIP Area
- Vendor promotions in high-traffic areas to promote sponsor product
- Cross promotional opportunities
- Product placement to Artists/VIPs in VIP Gift Bags
- Promotional opportunities to Horse Aid Live Members

Corporate Sponsor (\$10,000)

Corporate sponsorship offers a package of benefits designed to provide high visibility of a company product. Sponsorship will be customized to meet the needs and interests of sponsor.

Standard benefits include:

- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Concert Event Webcast
- Right to utilize Horse Aid Live Logo and “Official Corporate Sponsor” designation in marketing and promotional activities
- Company Message included on Video Screens during Event (no audio)
- VIP Tickets and Access Credentials
- Signage in VIP Area
- Vendor promotions in high-traffic areas to promote sponsor product
- Cross promotional opportunities
- Product placement to Artists/VIPs in VIP Gift Bags
- Promotional opportunities to Horse Aid Live Members



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Sponsorships

Platinum Sponsor (\$ 7,500)

Sponsorship will be customized. Standard benefits include:

- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Concert Event Webcast
- Right to utilize Horse Aid Live Logo and “Platinum Sponsor” designation in marketing and promotional activities
- Company Message included on Video Screens during Event (no audio)
- Signage in VIP Area
- Vendor promotions in high-traffic areas to promote sponsor product
- Cross promotional opportunities
- Product placement to Artists/VIPs in VIP Gift Bags
- Promotional opportunities to Horse Aid Live Members

Gold Sponsor (\$ 5,000)

Sponsorship will be customized. Standard benefits include:

- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Concert Event Webcast
- Right to utilize Horse Aid Live Logo and “Gold Sponsor” designation in marketing and promotional activities

Silver Sponsor (\$ 2,500)

- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Concert Event Webcast
- Right to utilize Horse Aid Live Logo and “Silver Sponsor” designation in marketing and promotional activities

Bronze Sponsor (\$ 1,000)

- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Concert Event Webcast

Friend of Horse Aid Live (\$ 500)

- Individual Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Concert Event Webcast



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In-Kind Sponsorships

Media Sponsor

- Concert Broadcast Rights
- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Concert Event Webcast
- Right to utilize Horse Aid Live Logo and “Media Sponsor” designation in marketing and promotional activities
- Company Message included on Video Screens during Event (no audio)
- VIP Tickets and Access Credentials
- Hospitality benefits in VIP Tent
- Signage in VIP Tent
- Vendor promotions in high-traffic areas to promote sponsor product
- Cross promotional opportunities

VIP Sponsor

Sponsorship will be customized to meet the special needs and interests of sponsor. Signature benefits include:

- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Signage in VIP Area
 - Right to utilize Horse Aid Live Logo and “VIP Sponsor” designation in marketing and promotional activities
- Company Message included on Video Screens during Event (no audio)
- * Promotional opportunities to Horse Aid Live Members

VIP Gift Bag Product Sponsor

- Product Inclusion in VIP Gift Bags
- Company Name and Logo:
 - www.HorseAidLive.org Website and Link
 - Signage in VIP Area
- Right to utilize Horse Aid Live Logo and “Product Sponsor” designation in marketing and promotional activities
- Company Message included on Video Screens during Event (no audio)
- Cross promotional opportunities
- Promotional opportunities to Horse Aid Live Members



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