

**Horse Aid  
Live**



**MEMORIAL DAY  
AT THE  
RED MILE**

Sponsorship Information

[www.HorseAidLive.org](http://www.HorseAidLive.org)  
[cgreathouse@HorseAidLive.org](mailto:cgreathouse@HorseAidLive.org)  
859-699-3334

**Event** **Horse Aid Live Memorial Day at the Red Mile**  
 Horse Aid Live is hosting a music festival at The Red Mile Race Track to raise funding to support its mission: to promote humane treatment for all equines, regardless of breed, and to provide support for other recognized 501(c)3 organizations that shelter, rescue, retrain, retire, and rehabilitate equines.

**Event History** Although this is the inaugural Horse Aid Live Memorial Day at the Red Mile, for nearly 20 years The Red Mile Race Track hosted a similar event in the 1970s through the 1990s. Production of the event will be managed by the producer/organizer of the previous Memorial Day Red Mile events and Horse Aid Live Board of Director, JD McHargue.



**Where / When** **Red Mile Race Track, Lexington, Kentucky**  
**Memorial Day, Monday, May 30, 2011**

**Overview** **Infield Stage / Vendor Village / Sponsor & VIP Hospitality**  
 Undercover seating in grandstands

<b>Sponsors</b>	<b>Presenting Sponsor</b>	\$ 25,000
	<b>Stage Sponsor</b>	\$ 20,000
	<b>Hospitality Sponsor</b>	\$ 5,000
	<b>Vendor Village Sponsors</b> (multiple)	\$ 5,000
	<b>Corporate Sponsors</b> (multiple)	
	<b>Beer Sponsor - Micro Brew</b>	
	<b>Stage Promotion Sponsor</b>	
	<b>Official Sponsors</b> (multiple)	
	<b>Platinum Sponsors</b> (multiple)	
	<b>Friends</b> (multiple)	
	<b>VIP Gift Bag Sponsor</b>	
	<b>Media Sponsors</b> (multiple)	
	<b>Carriage House Promotions</b>	
	<b>Fares Farms</b>	\$ 5,000
	<b>Saddle Candy</b>	
	<b>Horse Piss Beer</b>	
	<b>Hallway Feeds</b>	
	<b>Brittany Farms</b>	\$ 500
	<b>Churchill Downs, Inc.</b>	
	<b>Hunterton Farms</b>	
	<b>Keeneland</b>	
	<b>ABC-36 &amp; MyTVQ-2</b>	
	<b>LexSCENE</b>	

**Contact** **Cyndi Greathouse**, Executive Director  
**859-699-3334**  
 cgreathouse@HorseAidLive.org  
 P.O. Box 910785, Lexington, Kentucky 40591  
**www.HorseAidLive.org**


**Sponsors**

Carriage House Promotions











# PRESENTING SPONSOR



## “Horse Aid Live Memorial Day at the Red Mile Presented by Your Company”

- Your Company Name and Logo included EVERYWHERE Event Logo Goes
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews showing logo whenever possible
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Your Company Name included in ALL Audio & Video Mentions of Event as “Horse Aid Live Memorial Day at the Red Mile Presented by You”
- Backstage Passes
- Meet & Greet with Bands in Performers’ Hospitality Room
- Your logo Prominent On Signage throughout Event
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Logo and “Presenting Sponsor” Designation “Horse Aid Live Memorial Day at the Red Mile Presented by Your Company”
- Event Tickets for You & Your Guests
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Your Company’s Private Hospitality Area with seating including
- Double Booth (10’ x 20’) in Vendor Village to Promote and/or Sell Product AND/OR area for demonstrations and contests during Event
- Cross Promotional Opportunities Before, During & After Event
  - Furnish Product for Concert Stage Giveaways if desired
  - Promotional Opportunities to Horse Aid Live Members & Contacts
- Product Placement and Company Message included in Artists’ Gift Bags

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# STAGE SPONSOR



**YOUR LOGO/NAME HERE**



## **STAGE Sponsor**

- Company Name and YOUR Logo DOMINANT on Stage
- Company Logo Inclusion On ALL Event Ads & Interviews
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event & Press Releases
  - Promotions
  - Interviews showing logo whenever possible
  - www.HorseAidLive.org Website with Link
- Logo included on Signage throughout Event
- Backstage Passes on Stage
- Meet & Greet with Bands in Performers' Hospitality Room
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Logo and "Stage Sponsor" Designation
- Event Tickets for You & Your Guests
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Your Company's Private Hospitality Area/Tent with seating including
- Double Booth (10' x 20') in Vendor Village to Promote and/or Sell Product
- Cross Promotional Opportunities Before, During & After Event
  - Furnish Product for Concert Stage Giveaways if desired
  - Promotional Opportunities to Horse Aid Live Members & Contacts
- Product Placement and Company Message included in Artists' Gift Bags

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# HOSPITALITY SPONSOR



## HOSPITALITY Sponsor

- “Official Sponsor” Inclusion On ALL Event Ads / Interviews
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews - mention and logo shown when possible
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Logo and “Official Sponsor” Designation
- Event Tickets & Sponsors’ Hospitality
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Double Booth (10’ x 20’) in Vendor Village to Promote Company and/or Sell Product
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways
- Product Placement and/or Company Message included in Artists’ Gift Bags
- Promotional Opportunities to Horse Aid Live Members through email blasts

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# OFFICIAL SPONSOR



## OFFICIAL Sponsor

- YOUR Logo listed as “Official Sponsor” included in ALL
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews - mention and logo shown when possible
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Logo and “Corporate Sponsor” Designation
- Event Tickets & Sponsors’ Hospitality Tent Credentials
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Booth (10’ x 10’) in Vendor Village to Promote Company and/or Sell Product
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways
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# CORPORATE SPONSOR



## CORPORATE Sponsor

- YOUR Logo listed as “Official Sponsor” included in ALL
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews - mention and logo shown when possible
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Logo and “Corporate Sponsor” Designation
- Event Tickets & Sponsors’ Hospitality Tent Credentials
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Booth (10’ x 10’) in Vendor Village to Promote Company and/or Sell Product
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways
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# VENDOR VILLAGE SPONSOR



## VENDOR VILLAGE Sponsor

- “Vendor Village Brought To You By YOUR LOGO” included in ALL
  - Ads: TV, Radio, Magazines, Print When Vendor Village Mentioned
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews - mention and logo shown as “Vendor Village Brought to you By YOUR COMPANY” when possible
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event As “Vendor Village Brought To You By YOUR COMPANY”
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Logo and “Vendor Village Sponsor” Designation
- Event Tickets & Sponsors’ Hospitality Tent Credentials
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Double Booth (10’ x 20’) in Vendor Village to Promote Company and/or Sell Product
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways
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# BEER SPONSOR



## **BEER Sponsor**

### **“Official Beer of Horse Aid Live Memorial Day at the Red Mile”**

- Logo / Mention included in ALL MAIN Event Ads
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event
- Product Offered in concessions at Event (exclusivity possible)
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Memorial Day at the Red Mile Logo in marketing and promotional activities
- Event Tickets & Sponsors' Hospitality Tent Credentials
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Private pourings/tastings in ALL VIP and Hospitality tents
- 10' x 10' Booth in Vendor Village to Promote Company and/or Sell Product as liquor laws allow
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways
- Product Placement and/or Company Message included in Artists' Gift Bags
- Promotional Opportunities to Horse Aid Live Members through email blasts

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# SOFT DRINK SPONSOR



## **SOFT DRINK Sponsor**

### **“Official Soft Drink of Horse Aid Live Memorial Day at the Red Mile”**

- Logo / Mention included in ALL MAIN Event Ads
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event
- Product Offered in concessions at Event (exclusivity possible)
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Memorial Day at the Red Mile Logo in marketing and promotional activities
- Event Tickets & Sponsors' Hospitality Tent Credentials
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- 10' x 10' Booth in Vendor Village to Promote and/or Sell Merchandise
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways
- Product Placement and/or Company Message included in Artists' Gift Bags
- Promotional Opportunities to Horse Aid Live Members through email blasts

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# WINE SPONSOR



## **WINE Sponsor**

### **“Official Wine of Horse Aid Live Memorial Day at the Red Mile”**

- Logo / Mention included in ALL Main Event Ads
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event
- Product Offered in concessions at Event (exclusivity possible)
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Memorial Day at the Red Mile Logo in marketing and promotional activities
- Event Tickets & Sponsors' Hospitality Tent Credentials
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Private pourings/tastings in ALL VIP and Hospitality Areas
- 10' x 10' Booth in Vendor Village to Promote Company and/or Sell Product as liquor laws allow if desired
- Cross Promotional Opportunities
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# SPIRITS SPONSOR



## **SPIRITS Sponsor**

### **“Official Spirits of Horse Aid Live Memorial Day at the Red Mile”**

- Logo / Mention included in ALL Main Event Ads
  - Ads: TV, Radio, Magazines, Print
  - Press Conference to Launch Event / Press Releases
  - Promotions
  - Interviews
  - [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Logo included on Signage throughout Event
- Product Offered in concessions at Event (exclusivity possible)
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Memorial Day at the Red Mile Logo in marketing and promotional activities
- Event Tickets & Sponsors' Hospitality Tent Credentials
- VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Private pourings/tastings in ALL VIP and Hospitality Areas
- 10' x 10' Booth in Vendor Village to Promote Company and/or Sell Product as liquor laws allow if desired
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# PLATINUM SPONSOR



## PLATINUM Sponsor

- Logo included on Signage at Event
- Company Name and Logo listed as Horse Aid Live Sponsor on [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Memorial Day at the Red Mile Logo in marketing and promotional activities as a "Proud Sponsor of Horse Aid Live Memorial Day at the Red Mile"
- 10 Event Tickets & Sponsors' Hospitality Area Credentials
- 2 VIP Credentials for You & Your Guests
  - VIP Area Around Stage During Event
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways
- Promotional Opportunities to Horse Aid Live Members

# FRIEND

## FRIEND

- Company Name and Logo listed as Horse Aid Live Friend on [www.HorseAidLive.org](http://www.HorseAidLive.org) Website with Link
- Company Name and Message Mentioned During Event from Stage by MC
- Right to utilize Horse Aid Live Memorial Day at the Red Mile Logo in marketing and promotional activities as a "Proud Sponsor of Horse Aid Live Memorial Day at the Red Mile"
- 6 Event Tickets & Sponsors' Hospitality Area Credentials
- Cross Promotional Opportunities
  - Furnish Product for Concert Stage Giveaways

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# Horse Aid Live

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## Who We Are

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 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 - the United Way for Horses.

## Why Horse Aid

The growing number of unwanted horses continues to rise. The downturn in the economy along with the rising costs of maintenance, hay and feeding, escalating veterinary costs, general farm maintenance, and the cost of euthanasia and carcass disposal have not only significantly decreased the number of people that can afford to purchase a horse, but have forced some horses already owned into situations of neglect and abandonment. Horse Aid Live will raise funding to help those horses that are in crisis and to support other non-profit organizations that provide humane treatment, shelter, and care to equines, regardless of breed. Annual grants will be awarded to recognized 501(c)3 organization that retrain, retire, rehabilitate, or shelter unwanted, neglected, and/or abused equines.

## Economic Scope†

Before the downturn in the economy in 2008, the industry needed a minimum of \$25,714,000 just to care for the horses that were being turned away from shelters. With the number of unwanted horses projected to continue to rise, the future economic outlook to care for this growing number is daunting to say the least.

†"2009 Unwanted Horses Survey," [www.unwantedhorsecoalition.org](http://www.unwantedhorsecoalition.org).

## Notable Support to date

### Darley

Darley is HH Sheikh Mohammed bin Rashid Al Maktoum's global breeding operation which currently stands stallions in six countries around the world; manages the racing interests of Sheikh Mohammed and other members of the Maktoum family; and has racehorses with trainers in the UK, Ireland, France, the U.S., Australia and Japan.

### Fares Farms

Fares Farms is His Excellency Mr. Issam M. Fares' Kentucky Thoroughbred operation. The Fares family has a sister farm, Haras de Manneville in Sammerville, France, as well as many non-equine related businesses in Lebanon, the Arab East, Europe the U.S., Canada, and Latin America.

### The United States Equestrian Federation (USEF)

The National governing body for equestrian sport. The USEF trains, selects, and funds the U.S. Equestrian Team, including the Olympics and the World Equestrian Games. The USEF also licenses equestrian competitions of all levels across the U.S.



# Horse Aid Live

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## Board of Directors

**Katie North LaMonica**, President  
Darley, Lexington, KY

**Jennifer Donaldson**, Treasurer  
Accountant, Lexington, KY

**Matthew Wills**, Secretary  
The Dot Horse Project  
Lexington, KY

**Marty Casey**  
Songwriter/Performing Artist  
Lead Singer, Lovehammers, Chicago, IL

**Judith Clabes**  
Founder/President, Kentucky Philanthropy Initiative, Inc.  
President Emeritus, Scripps Howard Foundation  
Lexington, KY

**Timothy Davis, Esq.**  
Grasch Law, PSC, Lexington, KY

**Stephanie Diaj**  
Event/Concert Organizer, Lexington, KY

**Dianne Eppers**  
Executive Director, National Snaffle Bit Association, Gurnee, IL

**Michelle Crevier Gerukos**  
President, Saddle Candy, Inc., Houston, TX  
Founder/Executive Director, Make It Happen Now Foundation, Houston, TX

**Cyndi Goyer Greathouse**  
Founder/Executive Director, Horse Aid Live, Lexington, KY

**Dino Kourelis**  
Songwriter/Performing Artist  
Bass Player, Lovehammers  
Co-Founder, Reep Records  
Co-Founder, dK Entertainment Group  
National Academy of Recording Arts and Sciences (NARAS), Voting Member  
Chicago, IL

**Jack (J.D.) McHargue**  
Nightclub Owner/Developer/Consultant/Regional Concert Promoter, Lexington, KY

**Cynthia Solverson**  
Director of Operations, George Segal Inc., Chicago, IL

**Peggi Stingle**  
CEO, Marjon Enterprises, Lexington, KY

**Donna Sturgeon**  
Senior Marketing Consultant, ABC-36, Lexington, KY

**Shannon White**  
General Manager, Fares Farm, Lexington, KY



# Horse Aid Live

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## **Advisory Board**

### **Minor Childers**

Independent Film Producer  
Dot Eco, LLC  
Los Angeles, CA

### **Bob DeBrino**

Producer/Writer  
BDE Entertainment  
Hollywood, CA

### **Rick Dees**

*The Rick Dees Weekly Top 40 Countdown*  
Dees Entertainment, Inc.  
Los Angeles, CA

### **Jennifer Goyer**

President, Armadillo Technologies  
Cincinnati, OH

### **James & Misdee Wrigley Miller**

Hillcroft Farm  
Paris, KY

### **D.W. Moffett**

Actor  
Los Angeles, CA

### **Noreen Sullivan**

Sierra Madre, CA

### **Richard K. Underhill**

Producer  
Underhill Drive Studios  
Los Angeles, CA