



**ROCK
TO
RIDE**
A Horse Aid Live Event

Presented By



Alpha Natural Resources

Saturday, August 27, 2011

Paddock Park at the Red Mile Race Track

Lexington, Kentucky

All Proceeds Benefit

Horse Aid Live



www.HorseAidLive.org



Horse Aid Live

Mission of Horse Aid Live:

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.

Who WE are:

Horse Aid Live is a 501(C)3 non-profit charitable organization which provides horse enthusiasts, horse industries, and supporters of equines of any and all breeds a way to give to one entity which then distributes funding through grants to other recognized 501(C)3 organizations that retrain, rehabilitate, retire, and/or shelter equines of all breeds by hosting concerts and other "live" events.

Why we want YOU:

Support Horse Aid Live, Inc. by sponsoring ROCK TO RIDE. Multiple levels of sponsorship are available in order to include all equine enthusiasts. WE encourage YOU to donate or sponsor to this umbrella organization to help all equines in need.

Become a Sponsor TODAY!



LEVELS OF SPONSORSHIP:

- ❖ Presenting Sponsor:  Alpha Natural Resources
- ❖ Stage Sponsors: \$7,500
- ❖ Hospitality Sponsors: \$5,000
- ❖ Corporate Sponsors: \$2,500
- ❖ Platinum Sponsors: \$1,000
- ❖ Friend Sponsors: \$100

Each level of sponsorship will receive special benefits prior to and on the day of the Event!

Sponsor Contact Cyndi Greathouse, Executive Director

859-699-3334

cgreathouse@HorseAidLive.org

P.O. Box 910785, Lexington, Kentucky 40591

STAGE SPONSOR: \$7,500

- ❖ **ADVERTISING PERKS:** Your company and logo DOMINANT on stage, inclusion of logo on all Event advertisements via TV, radio, magazine, & print, inclusion in press releases & press conferences prior to the Event, company link and logo on www.HorseAidLive.org, right to utilize Horse Aid Live logo and designated title “Stage Sponsor.”
- ❖ **TICKET PERKS:** VIP credentialed tickets for you and your guests. These credentials grant access to back stage, various hospitality areas, a meet & greet with the bands, and entrance into a private hospitality area for your company located stage side. Quantity of VIP credentialed tickets TBD.
- ❖ **CROSS PROMOTIONAL PERKS:** Double booth (10’x20’) in Vender Village to promote and/or sell products during the Event, promotional opportunities to Horse Aid Live members through email newsletters, product placement and company message included in artists’ gift bags and furnish product for concert stage giveaways if desired.

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859-699-3334

cgreathouse@HorseAidLive.org

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HOSPITALITY SPONSOR: \$5,000

- ❖ **ADVERTISING PERKS:** Your company and logo on Event advertisements via TV, radio, magazine, & print, inclusion in press releases & press conferences prior to the Event, your logo included on signage during the Event, company link and logo on www.HorseAidLive.org and the right to utilize Horse Aid Live logo and designated title “Hospitality Sponsor.”

- ❖ **TICKET PERKS:** VIP credentialed tickets for you and your guests. These credentials grant access to the VIP stage area, and the sponsors’ hospitality tent. Quantity of VIP credentialed tickets TBD.

- ❖ **CROSS PROMOTIONAL PERKS:** Double booth (10’x20’) in the Vender Village to promote your company and/or sell products, product placement and/or company message included in artists’ gift bags, furnish products for concert stage giveaways, and promotional opportunities to Horse Aid Live members through email newsletters.

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CORPORATE SPONSOR: \$2,500

- ❖ **ADVERTISING PERKS:** Your company and logo on Event advertisements via TV, radio, magazine, & print, inclusion in press releases & press conferences prior to the Event, your logo on all signage at the Event, company link and logo on www.HorseAidLive.org , and the right to utilize Horse Aid Live logo and designated title “Vender Village Sponsor.”

- ❖ **TICKET PERKS:** 10 VIP credentialed tickets for you and your guests. These credentials grant access to the VIP stage area and the sponsors’ hospitality tent.

- ❖ **CROSS PROMOTIONAL PERKS:** Double booth (10’x10’) in Vender Village to promote company and/or sell products, product placement and/or company message included in artists’ gift bags, and furnish products for concert stage giveaways.

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PLATINUM SPONSOR: \$1,000

- ❖ **ADVERTISING PERKS:** Your company logo on Event signage, company link and logo on www.HorseAidLive.org, and the right to utilize the Horse Aid Live logo in marketing and promotional activities.

- ❖ **TICKET PERKS:** 10 VIP credentialed tickets for you and a guest. These credentials grant access to the VIP stage area. In addition, the 10 VIP credentialed tickets grant access to the Event and sponsors' hospitality tent.

- ❖ **CROSS PROMOTIONAL PERKS:** Furnish products for concert stage giveaways and promotional opportunities to Horse Aid Live members.

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FRIEND SPONSOR: \$100

- ❖ **ADVERTISING PERKS:** Your company name and logo listed as a Horse Aid Live friend on www.HorseAidLive.org, your company link on the Horse Aid Live website, and the right to utilize the Horse Aid Live logo in marketing and promotional activities.
- ❖ **TICKET PERKS:** 2 tickets for the Event and sponsors' hospitality tent.
- ❖ **CROSS PROMOTIONAL PERKS:** Furnish products for concert stage giveaways and promotional opportunities to Horse Aid Live members.

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