

Annual Pegasus Horse Show

The 29th Annual Pegasus Horse Show will be held on Sunday, May 23, 2010. Generously hosted by the Richter family at their Coker Farm in Bedford, N.Y., the Horse Show is a wonderful opportunity for our riders with special needs to celebrate their accomplishments with family and friends in a unique and welcoming environment. Each rider will demonstrate skills learned during program lessons and take home a ribbon in recognition of his or her achievements.

The 29th Annual Pegasus Horse Show program will be an important memento of this special day, and your sponsorship of the program will directly benefit our riders. Thanks to the Richter family's annual donation of the use of Coker Farm, our event costs are greatly reduced. All of the sponsorship income from the Horse Show directly supports essential programs for our riders.



About Pegasus Therapeutic Riding

Pegasus Therapeutic Riding's mission is to provide the therapeutic benefits of horseback riding and other equine-assisted activities to physically, emotionally and developmentally challenged individuals at stables and facilities in the states of New York and Connecticut.

Pegasus facts:

- Founded as a 501(c)(3) in 1975, we are celebrating 35 years of nonprofit service
- We are a NARHA* Premier Accredited Center
- Our staff includes 11 NARHA-certified therapeutic riding instructors
- Our three licensed physical therapists are also NARHA-certified therapeutic riding instructors
- We serve over 200 riders with special needs each year
- Last year, we conducted more than 2,700 therapeutic lessons
- We serve riders ages 4 and up, 95% of whom are under the age of 18
- Our 340 active volunteers worked a total of 11,500 service hours last year
- We have six chapters in N.Y. and Conn., including our 20-acre Pegasus Farm in Brewster, N.Y.
- 90% of our \$1.36 million operating budget is funded through charitable support

*NARHA, formerly known as the North American Riding for the Handicapped Association, establishes industry standards for program safety, instructor training and certification, and insurance provisions. Premier Center status is the highest possible level of accreditation.

The Old Salem Farm Spring Horse Shows



This year, Pegasus has a new partnership with Old Salem Farm. In May, Old Salem Farm will host the 2010 Old Salem Farm Spring Horse Shows at its newly renovated facility in the charming town of North Salem, N.Y., in Westchester County. Old Salem Farm has a long history of hosting elite horse shows for the nation's premier horses and riders. Over the years, it has hosted the U.S. Teams' Selection Trials for the World Championships and the Olympic Games. Old Salem Farm just added a state-of-the-art stable to its outstanding show and schooling rings, all surrounded by one of the nation's most picturesque settings.

Sponsorship Opportunities

Sponsorship of the Pegasus Horse Show offers excellent corporate advertising opportunities. As a sponsor, you will reach a wide audience that includes not only family and friends of the participants but also other corporate sponsors, media representatives, Pegasus volunteers, Pegasus staff and Pegasus Board members. It clearly and easily communicates to an informed audience your company's community involvement and support.

As a result of our partnership with Old Salem Farm, Pegasus is now able to offer additional benefits to our sponsors. We have a limited number of Patron Tables available during the first week of the Old Salem Farm Spring Horse Shows, May 11-16, 2010. These tables will overlook the Grand Prix field and provide you and your guests a comfortable viewing area throughout the week. Horse Show vendors offer table service to purchase lunch selections from 11:00 AM-2:00 PM Wednesday-Friday. On Saturday, a light-buffet menu of assorted sandwiches and salads will be served from 12:00-2:00 PM. On Sunday, a gourmet catered luncheon is served under the tent while you and your guests enjoy the spectacular \$40,000 Old Salem Farm Grand Prix scheduled to begin at 1:00 PM.

Pegasus and Old Salem Farm will also jointly host a cocktail reception on the evening of Saturday, May 15, during which sponsors will have the opportunity to socialize with guests. The event will feature a brief history of the Fabergé family as well as a display of eggs from the unique St. Petersburg Collection designed by Carl and Sarah Fabergé.

This is a special opportunity for you to demonstrate your support of Pegasus while reaching captive, sophisticated audiences at three distinctly different events: the 29th Annual Pegasus Horse Show, the 2010 Old Salem Spring Horse Shows and the Fabergé Reception. In short, this sponsorship provides a highly competitive vehicle for effective local marketing.



Rococo Egg from
St. Petersburg Collection

2010 Sponsorship Levels

Please consider the levels of sponsorship listed below. Should these benefits not meet the unique needs of your company, we will be happy to tailor a sponsorship that fits your organization.

Presenting Sponsor – \$25,000

- Designation as Pegasus Horse Show Presenting Sponsor
- Company logo on the front cover of the Pegasus Horse Show Program and on the Pegasus website
- Full-page ad (4.25"W x 7"H) in the Pegasus Horse Show Program
- Opportunity to present a key award at the Pegasus Horse Show (May 23)
- Prominent signage at the Pegasus Horse Show
- Recognition in media releases, on our website and via announcements at the Pegasus Horse Show
- Sponsor recognition in post-event materials highlighting the Pegasus Horse Show
- Opportunity to display marketing materials at the Pegasus Horse Show
- Company name on the electronic scoreboard week one of the Old Salem Horse Show (May 11-16)
- Use of a vendor booth during week one of the Old Salem Horse Show
- A link to your website on the Old Salem Farm website
- A Patron Table (seating for 8) in the Grand Prix tent at the Old Salem Horse Show (May 11-16)
- Twenty-five (25) additional general admission tickets to the Old Salem Horse Show (May 15-16)
- Company banner displayed at the Old Salem Horse Show
- Eight (8) tickets to the Pegasus Cocktail Reception at Old Salem Farm (May 15)

Gold Medal Sponsor – \$15,000

- Designation as a Pegasus Horse Show Gold Medal Sponsor
- Company logo on the Pegasus website
- Full-page ad (4.25"W x 7"H) in the Pegasus Horse Show Program
- Opportunity to present a key award at the Pegasus Horse Show (May 23)
- Prominent signage at the Pegasus Horse Show
- Sponsor recognition in promotional materials highlighting the Pegasus Horse Show
- Opportunity to display marketing materials at the Pegasus Horse Show
- A link to your website on the Old Salem Farm website
- A Patron Table (seating for 8) in the Grand Prix tent at the Old Salem Horse Show (May 11-16)
- Twenty (20) additional general admission tickets to the Old Salem Horse Show (May 15-16)
- Company banner displayed at the Old Salem Horse Show
- Eight (8) tickets to the Pegasus Cocktail Reception at Old Salem Farm (May 15)

Silver Medal Sponsor – \$10,000

- Designation as a Pegasus Horse Show Silver Medal Sponsor
- Company logo on the Pegasus website
- Full-page ad (4.25"W x 7"H) in the Pegasus Horse Show Program
- Opportunity to present a key award at the Pegasus Horse Show (May 23)
- Prominent signage at the Pegasus Horse Show
- Sponsor recognition in promotional materials highlighting the Pegasus Horse Show
- Opportunity to display marketing materials at the Pegasus Horse Show
- A Patron Table (seating for 8) in the Grand Prix Tent at the Old Salem Horse Show (May 11-16)
- Ten (10) additional general admission tickets to the Old Salem Horse Show (May 15-16)
- Company banner displayed at the Old Salem Horse Show
- Six (6) tickets to Pegasus Cocktail Reception at Old Salem Farm (May 15)

Bronze Medal Sponsor – \$5,000

- Designation as a Pegasus Horse Show Bronze Medal Sponsor
- Company logo on the Pegasus website
- Full-page ad (4.25"W x 7"H) in the Pegasus Horse Show Program
- Opportunity to present a class at the Pegasus Horse Show (May 23)
- Prominent signage at the Pegasus Horse Show
- Sponsor recognition in promotional materials highlighting the Pegasus Horse Show
- Opportunity to display marketing materials at the Pegasus Horse Show
- A Patron Table (seating for 8) in the Grand Prix Tent at the Old Salem Horse Show (May 11-16)
- Eight (8) additional general admission tickets to the Old Salem Horse Show (May 15-16)
- Company banner displayed at the Old Salem Horse Show
- Four (4) tickets to Pegasus Cocktail Reception at Old Salem Farm (May 15)

Full Gallop Sponsor – \$2,000

- Full-page ad (4.25"W x 7"H) in the Pegasus Horse Show Program
- Presentation of awards in a class of your choice at the Pegasus Horse Show (May 23)
- Inclusion on sponsorship signage at the Pegasus Horse Show
- Opportunity to display marketing materials at the Pegasus Horse Show
- Promotion of your company on the Pegasus website
- Four (4) seats at a Patron Table in the Grand Prix tent at the Old Salem Horse Show (May 11-16)
- Six (6) additional general admission tickets to the Old Salem Horse Show (May 15-16)
- Company banner displayed at the Old Salem Horse Show
- Four (4) tickets to the Pegasus Cocktail Reception at Old Salem Farm (May 15)

Trot On Sponsor – \$1,000

- Half-page ad (4.25"W x 3.5"H) in the Pegasus Horse Show Program
- Inclusion on sponsorship signage at the Pegasus Horse Show (May 23)
- Opportunity to display business cards at the Pegasus Horse Show (May 23)
- Promotion of your company on the Pegasus website
- Two (2) seats at a Patron Table in the Grand Prix tent at the Old Salem Horse Show (May 11-16)
- Two (2) additional general admission tickets to the Old Salem Horse Show (May 15-16)
- Two (2) tickets to Pegasus Cocktail Reception at Old Salem Farm (May 15)

**Thank you for your time and for your consideration
of a 2010 Pegasus Horse Show Sponsorship**

Sponsorship Agreement – Presenting/Gold/Silver/Bronze Levels

Yes, we will sponsor the 29th Annual Pegasus Horse Show.

Company: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Sponsorship Level: Presenting Sponsor (\$25,000) Gold Medal Sponsor (\$15,000)
 Silver Medal Sponsor (\$10,000) Bronze Medal Sponsor (\$5,000)

Artwork for Full-page Program Ad (4.25”W x 7”H):

Is camera-ready and enclosed Will be emailed to: sjones.pegasus@yahoo.com

Payment: Is enclosed Will be sent separately (Payment in full must be made by April 20, 2010)

Please charge my: MasterCard Visa AmEx

Credit Card #: _____

Expiration Date: _____ Name on Card: _____

Authorized Signature: _____

You may also make your credit card payment by phone to Syreeta Jones at 845-669-8235 ext. 101.

My check payable to Pegasus Therapeutic Riding is enclosed.

Please mail checks to:

310 Peach Lake Road

Brewster, NY 10509-1715

Attn: Syreeta Jones

We appreciate your support of Pegasus Therapeutic Riding!



Sponsorship Agreement – Full Gallop/Extended Trot Levels

Yes, we will sponsor the 29th Annual Pegasus Horse Show.

Company: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Sponsorship Level: Full Gallop Sponsor (\$2,000) Extended Trot Sponsor (\$1,000)

Artwork for Full-page Program Ad (4.25"W x 7"H):

Is camera-ready and enclosed Will be emailed to: sjones.pegasus@yahoo.com

Payment: Is enclosed Will be sent separately (Payment in full must be made by April 20, 2010)

Please charge my: MasterCard Visa AmEx

Credit Card #: _____

Expiration Date: _____ Name on Card: _____

Authorized Signature: _____

You may also make your credit card payment by phone to Syreeta Jones at 845-669-8235 ext. 101.

My check payable to Pegasus Therapeutic Riding is enclosed.

Please mail checks to:

310 Peach Lake Road

Brewster, NY 10509-1715

Attn: Syreeta Jones

We appreciate your support of Pegasus Therapeutic Riding!