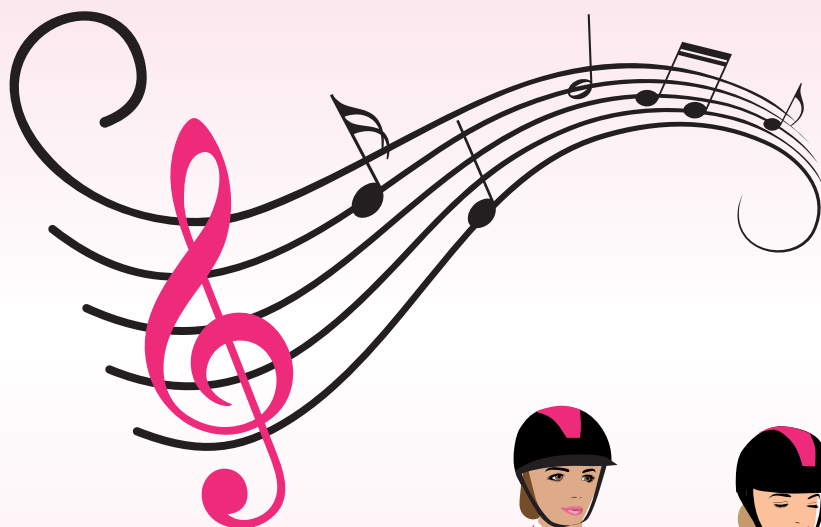


The Challenge of the Americas

To benefit the Breast Cancer Research Foundation®
through Play for P.I.N.K.®



March 9th

Global Dressage Festival Showgrounds
Wellington, Florida



The Challenge of the Americas

2018



The Challenge of the Americas invites you to join in the excitement of the 2018 Challenge of the Americas. Since 2002 elite riders from around the world have performed magnificently to assist the Breast Cancer Research Foundation, through their partner Play for P.I.N.K., in raising much needed funding for lifesaving research to prevent and find a cure for breast cancer.

Having evolved over the past 14 years from an afternoon dressage exhibition/luncheon in 2002, the Challenge of the Americas has grown into an under-the-lights international equestrian extravaganza and Gala. Its success and continued growth is due to its partnership in the fight against breast cancer, as well as its unique and highly entertaining format that features the ever-popular musical Grand Prix Quadrille Team Challenge - forever to be recognized as “dancing for women and men around the world.”

There are few, if any, places throughout the globe where an audience can delight in the performances of such a large and distinguished group of riders and their magnificent partners. Then, enjoy an elegant evening of dinner and dancing at the Challenge Gala. The Challenge of the Americas is a truly spectacular event to be enjoyed by all.

Become a Part of Finding a Cure

The Challenge of the Americas has raised over \$3 million to assist in finding a cure for breast cancer through our beneficiary Play for P.I.N.K., a partner of the Breast Cancer Research Foundation.

Play for P.I.N.K.® (Prevention, Immediate Diagnosis, New Technology, Knowledge) is a 501 (c) (3) grassroots organization dedicated to raising funds to fight breast cancer through lifestyle and sporting events. Play for P.I.N.K.'s commitment is to contribute 100% of all proceeds to their sole beneficiary, the Breast Cancer Research Foundation® in order to fund the world's top researchers. In 2016, PFP donated \$4.8 million to BCRF for a cumulative total of \$48.2 million.

We want to see a cure for breast cancer in our lifetime and we ask that you join us in our quest by becoming a sponsor of the 2018 Challenge of the Americas.

Thank you for your consideration and I look forward to hearing from you soon.

Sincerely,

Mary Ross, Chairman
Challenge of the Americas
(561) 251-7945
Email: anglot@aol.com

www.challengeoftheamericas.com

www.playforpink.org

www.bcrfcure.org



Presenting Sponsor \$15,000



Presenting Sponsor Status

Your name will be included in conjunction with the event title. The Challenge of the Americas presented by (your name).

Challenge Performance

If you, as a professional rider, or a professional of your choice would like to perform at the Challenge, we invite you to enter into the evening's festivities.

Print and Digital Media Recognition

Local, regional and national coverage:

- Media:
 - Dedicated press release e-blasted and shared on Facebook
 - Facebook and Instagram “Welcome” ad with link to sponsor website
 - Inclusion as Presenting Sponsor in all marketing, advertising, promotional and press materials
- Event Program:
 - Color, full page, inside cover advertisement
 - Welcome message to VIP guests
- Online and Social Media:
 - Presenting Sponsor status on Challenge of the Americas website, Facebook page and event posts
- Event Poster:
 - Name and logo displayed at approximately 50 locations

On-Site Recognition

- 3' X 6" banner (Sponsor to provide banner)
- Public address announcements during the Challenge competition (Sponsor to provide announcement)
- Promotional materials included in VIP “Guest Bags” (Sponsor to provide promotional material)
- Participation in awards ceremony
- Banner stand name recognition inside entrance to VIP Pavilion
- Name/Logo in Event Schedule and Rider Profile pamphlets distributed to general admission spectators

Hospitality and Entertainment

- VIP Seating for 12, ringside cocktails and hors d'oeuvres during the Challenge competition
VIP seating for 12 during the Challenge Gala dinner
- Personal Volunteer/Butler assigned to your table to ensure your needs are met promptly
- 25 general admission tickets



Team Sponsor \$7,500



Team Title

Inclusion of Sponsor's name in the Team Title (for example: Team [your name])

Honorary Team Coach

You are invited to attend your team's practices. Enjoy the fun of watching the team's performance progress from start to finish!

Print and Digital Media

Local, regional and national coverage:

- Media:
 - Dedicated press release e-blasted and shared on Facebook
 - Facebook and Instagram "Welcome" ad with link to sponsor website
 - Inclusion in all marketing, advertising, promotional and press-related materials
- Online and Social Media:
 - Recognition on Challenge of the Americas website and Facebook page
- Live Streaming (USEF Network):
 - Sponsor recognition at the opening of broadcast and beginning of team performance
- Event Program:
 - Color, full page advertisement and recognition of your generous support of breast cancer research
- Event Poster:
 - Name and logo displayed at approximately 50 locations

On-Site Recognition

- 3' X 6" banner. (Sponsor to provide banner)
- Public address announcements during the Challenge competition (Sponsor to provide announcement)
- Promotional materials included in VIP "Guest Bags" (Sponsor to provide promotional material)
- Participation in team photos at awards ceremony
- Banner stand name recognition inside entrance to VIP Pavilion
- Name/Logo in Event Schedule and Rider Profile pamphlets distributed to general admission spectators

Hospitality and Entertainment

- VIP Seating for 6, ringside cocktails and hors d'oeuvres during the Challenge competition
VIP seating for 6 during the Challenge Gala dinner
- Personal Volunteer/Butler assigned to your table to ensure your needs are met promptly
- 15 general admission tickets

Gala Sponsor \$5,000



Print and Digital Media Recognition

Local, regional and national coverage:

- Media: shared press release (two sponsors share release) e-blasted and shared on social media
- Event Program: color, full page advertisement and recognition of your generous support of breast cancer research
- Online and Social Media: Challenge of the Americas website and Facebook page
- Event Poster: name and logo displayed at approximately 50 locations

On-Site Recognition

- Public address announcements during the Challenge competition (Sponsor to provide announcement)
- Promotional materials included in VIP "Guest Bags" (Sponsor to provide promotional material)
- Banner stand name recognition inside entrance to VIP Pavilion
- Name/Logo in Event Schedule and Rider Profile pamphlets distributed to general admission spectators



Meg McGuire for Phelps Media Group

Hospitality and Entertainment

- VIP Seating for 4, ringside cocktails and hors d'oeuvres during the Challenge competition
VIP seating for 4 during the Challenge Gala dinner
- 10 general admission tickets



Partners for Pink (PFP) \$1,200

Show your support by joining COTA's Partners for Pink, an awesome society of individuals and business owners banding together in the fight against breast cancer.

Dedicate your donation in honor of a breast cancer survivor or in memory of a loved one. Your name and the person's name honored will be showcased on the COTA website.

Print and Digital Media Recognition

Local, regional and national coverage:

- Media – Partners for PINK press release (e-blasted and shared on Facebook) recognizing your generous support of breast cancer research
- Event Program – Color, quarter page advertisement
- Online and Social Media: Challenge of the Americas website and Facebook page
- Event Poster: name displayed at approximately 50 locations
- Two Partners for PINK ball caps



Partners for Pink!

On-Site Recognition

- Name/Logo in Event Schedule and Rider Profile pamphlets distributed to general admission spectators
- Society public address announcements during the Challenge competition and Gala

Hospitality and Entertainment

- VIP seating for 2, ringside cocktails and hors d'oeuvres during the Challenge competition
VIP seating for 2 during the Challenge Gala dinner (\$500 value)

