

# CHALLENGE CANCER

Support the Fight at COTA 2020!

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

**March 6**

Global Dressage Festival Showgrounds  
Wellington, Florida



**SPONSORSHIP  
OPPORTUNITIES**

# Challenge of the Americas

*We call on you to challenge breast cancer  
by supporting the fight at COTA 2020.*



**T**he Challenge of the Americas invites you to join in the excitement of the most eagerly anticipated, one-of-a-kind equestrian event of the 2020 season. 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 15 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 \$3.1 million to assist in finding a cure for breast cancer through our beneficiary Play for P.I.N.K. (PFP), a partner of the Breast Cancer Research Foundation (BCRF).

Play for P.I.N.K.<sup>®</sup> (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 2018, PFP donated \$4.75 million to BCRF for a cumulative total of over \$57 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 2020 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

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[www.challengeoftheamericas.com](http://www.challengeoftheamericas.com)

[www.playforpink.org](http://www.playforpink.org)

[www.bcrfcure.org](http://www.bcrfcure.org)



Photos by SusanJStickle.com

*The 2020 Challenge of the Americas  
Sponsorship Opportunities*

# Presenting Sponsor \$20,000

Your name included in conjunction with the event name on social media and in all advertising, promotional and print materials.

Example: Challenge of the Americas presented by (your name)

**Wherever we go, you go!**

## *Prominent Print and Digital Media*

Local, regional, national and international coverage:

- Email marketing
- Social media
- COTA website
- Advertising
- Invitations
- Press-related materials
- Live stream
- Dedicated press release e-blasted and shared on social media
- Full-page color ad in event program
- Welcome message to VIP guests
- Event poster displayed approximately 50 locations in throughout Palm Beach County, FL

## *On-Site Recognition*

- 6' x 3' 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 10, ringside cocktails and hors d'oeuvres during the Challenge competition
- VIP seating for 10 during the Challenge Gala dinner
- Personal volunteer/butler assigned to your table to ensure your needs are met promptly
- 40 general admission tickets



**Share COTA on your social media. We'll send you photos and updates to continue our 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.

# Gala Sponsor \$12,000



Celebrate our fight against breast cancer by supporting the Challenge Gala, that special part of the evening when we all come together to remember, give hope and commit to finding a cure in our lifetime.

- ◆ Inclusion of sponsor's name in the gala title (e.g. [your name] Gala).
- ◆ Your name showcased on gala welcome banner at VIP check-in and on bar signage and table menus.

## *Print and Digital Media Recognition*

Local, regional, national and international coverage:

- Email marketing: dedicated press release and inclusion in COTA newsletters e-blasted and shared on social media
- COTA website: your name showcased in all gala information (home page, event schedule, ticket purchase and sponsor pages)
- Social media: sponsor announcement and name recognition in all gala posts on Facebook and Instagram
- Invitations: prominent recognition on invitations and RSVP cards
- Event program: full-page color ad along with recognition of your generous support of breast cancer research
- Event poster: name/logo displayed approximately 50 locations in Palm Beach County, FL



**Share COTA on your social media. We'll send you photos and updates to continue our fight against breast cancer.**

## *On-Site Recognition*

- 6' x 3' banner (sponsor to provide banner)
- Public address announcements during the Challenge competition (sponsor to provide announcement)
- Name/logo recognition on the Global arena big screen, viewed on-site and live stream audiences
- 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

## *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
- 20 general admission tickets

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.

# Team Sponsor \$7,500



- ◆ Inclusion of sponsor's name in the Team Title (e.g. Team [your name]).
- ◆ As the Team Sponsor, 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, national and international coverage:

- Email marketing: sponsor announcement and inclusion in COTA newsletters e-blasted and shared on social media
- Social media: sponsor announcement and inclusion in team updates and photos on Facebook and Instagram
- COTA website: name/logo recognition on all website pages
- Live stream: name recognition during your team's performance
- Invitation: name/logo recognition
- Event program: full-page color ad and recognition of your generous support of breast cancer research
- Event poster: name/logo displayed approximately 50 locations in Palm Beach County, FL



Share COTA on your social media. We'll send you photos and updates to continue our fight against breast cancer.

## *On-Site Recognition*

- 6' x 3' 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)
- Name/logo recognition on the Global arena big screen, viewed on-site and live stream audiences
- 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
- 20 general admission tickets

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.

# Pink Patron Sponsor \$3,500



Help us prevent and find a cure for breast cancer by supporting the advancement of the world's most promising research. Together we can make a difference!

## *Print and Digital Media*

Local, regional and national coverage:

- COTA website: recognition on all COTA website pages
- Social Media: sponsorship announcement on Facebook and Instagram
- Event program: full page color ad
- Event poster: name/logo displayed approximately 50 locations



## *On-Site Recognition*

- Name/logo in event schedule and rider profile pamphlets distributed to general admission spectators
- Name/logo recognition on the Global arena big screen, viewed on site and live stream audience
- Banner stand name recognition inside entrance to VIP pavilion
- Promotional materials included in VIP guest bags (sponsors to provide promotional material)



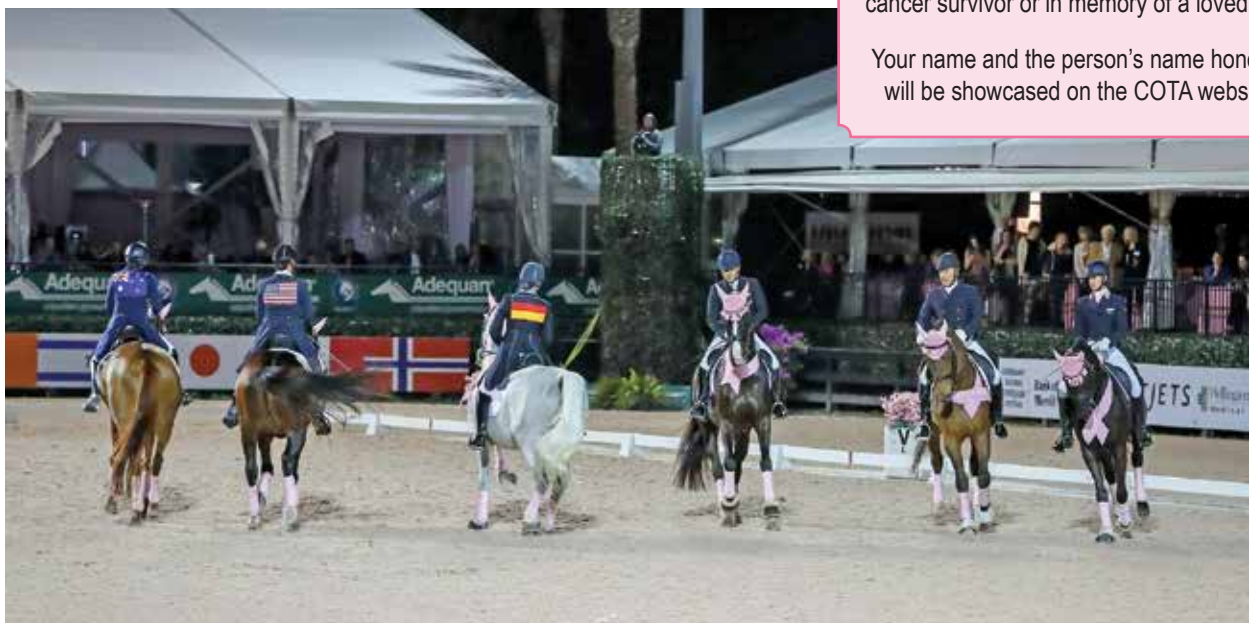
Share COTA on your social media. We'll send you photos and updates to continue our fight against breast cancer.

## *Hospitality and Entertainment*

- VIP seating for 6, ringside cocktails and hors d'oeuvres during Challenge competition
- VIP seating for 6, during Challenge Gala dinner
- 10 general admission tickets

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.



Photos by SusanJStickle.com

# Partners for Pink (PFP) \$1,500

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.

## *Print and Digital Media Recognition*

Local, regional and national coverage:

- COTA website: name/logo recognition on all website pages
- Event program: half-page color ad
- Event poster: name/logo displayed approximately 50 locations
- Two Partners for PINK ball caps

## *On-Site Recognition*

- Name/logo in event schedule and rider profile pamphlets distributed to general admission spectators

## *Hospitality and Entertainment*

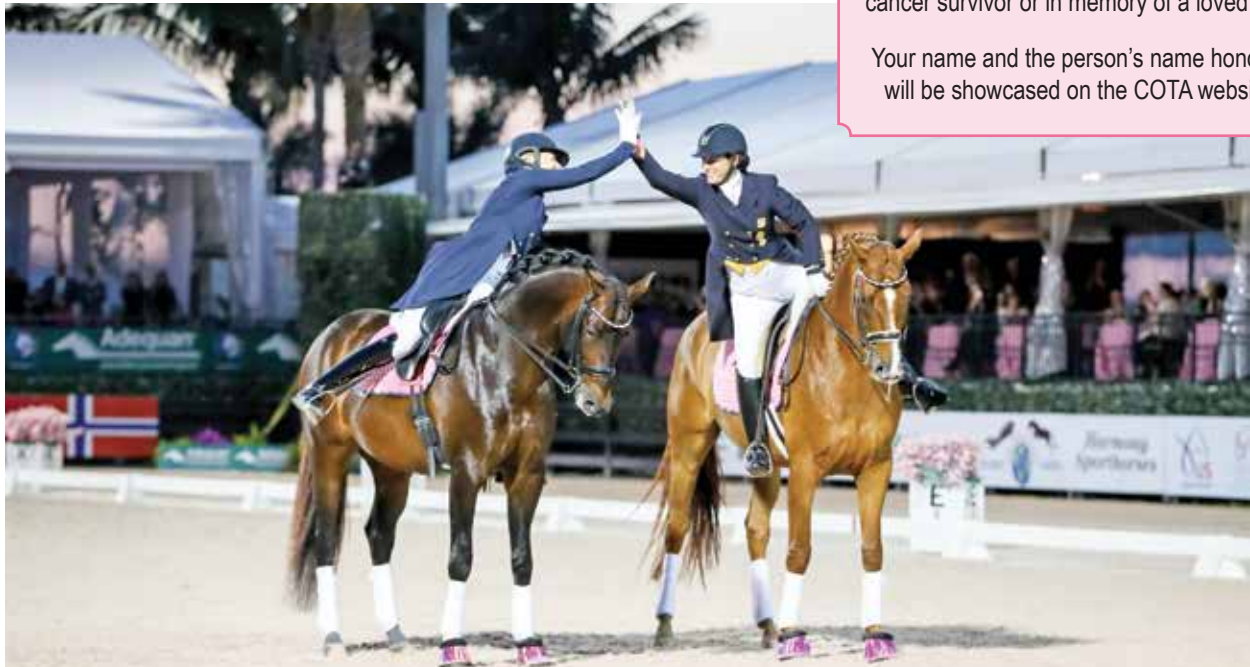
- VIP seating for 2, ringside cocktails and hors d'oeuvres during the Challenge competition
- VIP seating for 2 during the Challenge Gala dinner (\$500 value)
- 5 general admission tickets



*Partners for Pink!*



Share COTA on your social media. We'll send you photos and updates to continue our 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.

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Sponsorship Opportunities*