

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.*



The 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 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. (Prevention, Immediate diagnosis, New technology, Knowledge), or PFP, is a 501(c)(3) grassroots organization dedicated to raising funds for breast cancer research through sporting and lifestyle events. PFP’s commitment is to contribute 100% of all proceeds to its sole beneficiary, the Breast Cancer Research Foundation (BCRF), to fund the world’s top researchers. PFP donated \$4.9 million to BCRF in 2019 and is currently supporting 19 research projects. Since 1996, PFP has raised over \$62 million for breast cancer research.

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
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www.challengeoftheamericas.com

www.playforpink.org

www.bcrfcure.org



Photos by Susan Stickle.com

*The 2020 Challenge of the Americas
Sponsorship Opportunities*

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.

Photos by SusanJStickle.com

*The 2020 Challenge of the Americas
Sponsorship Opportunities*