

The Challenge of the Americas

presented by THE PINK HATS

Join the fight to...



Photo by SusanJStickle.com



Spectacular Grand Prix Musical Quadrilles

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

March 7, 2025

Global Dressage Festival
Wellington, Florida

SPONSORSHIP

follow the dance



ChallengeoftheAmericas.com



Challenge of the Americas

*We call on you to challenge breast cancer
and support the fight at COTA 2025.*

The Challenge of the Americas presented by THE PINK HATS (COTA) invites you to join in the excitement of the most eagerly anticipated, one-of-a-kind equestrian event of the 2025 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, COTA 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 around the globe where an audience can delight in the performances of such a large and distinguished group of riders and their magnificent partners. The Challenge of the Americas *presented by* THE PINK HATS is a truly spectacular event to be enjoyed by all.

Become Part of Finding a Cure

COTA has raised over \$3.3 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), is a 501(c)(3) grassroots organization dedicated to raising funds for breast cancer research through sporting and lifestyle 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. To date, Play for P.I.N.K. has raised more than \$80 million for lifesaving research through BCRF.

We want to see a cure for breast cancer in our lifetime and ask that you join us in our quest by becoming a sponsor of the 2025 Challenge of the Americas *presented by* THE PINK HATS.

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

Sincerely,

Mary Ross
Chairman and Founder
Challenge of the Americas
(561) 251-7945

Email:

mary@mrossconsultinginc.com



Visit:

challengeoftheamericas.com

playforpink.org

bcrcure.org

The 2025 Challenge of the Americas Sponsorship

THE PINK HATS: \$10,000

The Challenge of the Americas is searching for five individuals and/or businesses (aka The Pink Hats) who will partner up to become COTA 2025's Presenting Sponsor...



“The Challenge of the Americas *presented by* THE PINK HATS”

Wherever We Go, You Go!

In return for your generous donation, “The Pink Hats” will display in conjunction with the event name, and your name/logo will be prominently included on all advertising, promotional and print materials.

Print and Digital Media

Local, regional, national, and international recognition

- *Social media:* A special THANK YOU via a dedicated sponsorship announcement, unique video, or story if preferred, showcasing your commitment to breast cancer research, sociable/fun posts along with information about you or your business
- *Email marketing:* dedicated sponsorship announcement along with your unique video/story, “The Pink Hats” and your name/logo will display at the top of all COTA newsletters
- *COTA website:* “The Pink Hats” will appear at the top of all pages and link to the Pink Hat showcase page, your name and photo will be featured at the top of COTA's Who's Who page, and your unique video/story displayed in the website's Latest News
- *Event livestream:* 30-second commercial spot (sponsor to provide) or slide show (COTA can create) shown during the broadcast along with prominent recognition at the opening and closing of the livestream
- *Graphic assets:* name/logo included in all advertising, promotional, and print materials
- *Event program:* full-page, color ad space included in the printed and downloadable program found on COTA's website
- *Event posters:* prominent name/logo recognition on posters displayed in approximately 50 locations in Palm Beach County



The 2025 Challenge of the Americas
SPONSORSHIP

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

THE PINK HATS: \$12,000

(continued)



On-Site Recognition

- 6' x 3' banner (sponsor to provide banner)
- Public address announcements during Challenge competition (sponsor to provide announcement)
- Promotional materials included in VIP guest bags (sponsor to provide material)
- Participation in photos at the awards ceremony
- Prominent banner stand name recognition inside entrance to VIP pavilion
- Name/logo included in event schedule and rider pamphlets for 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



The 2025 Challenge of the Americas
SPONSORSHIP

QUADRILLE TEAM SPONSOR: \$10,000

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 and enjoy the fun of watching your team's performance progress from start to finish!

Only *ONE* Team Sponsorship available!

Print and Digital Media

Local, regional, national, and international recognition

- **Social media:** dedicated sponsorship announcement, unique story showcasing your commitment to breast cancer research, inclusion in all team stories
- **Email marketing:** sponsorship announcement along with your unique story, name/logo displayed in all COTA newsletters
- **COTA website:** name/logo on all website pages, unique story included in the website's "Latest News," logo and business information on COTA's Sponsor page
- **Livestream:** name/logo recognition during your team's performance, prominent name/logo recognition at the opening and closing of the broadcast
- **Graphic assets:** name/logo included in all advertising, promotional, and print materials
- **Event program:** color, full-page ad space included in the printed and downloadable program found on COTA's website
- **Event posters:** name/logo on posters displayed in 50+ locations in Palm Beach County



TEAM SPONSOR

On-Site Recognition

- 6' x 3' banner (sponsor to provide banner)
- Public address announcements during the competition (sponsor to provide announcement)
- Promotional materials included in VIP guest bags (sponsor to provide promotional material)
- Participation in team photos at the awards ceremony
- Prominent 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
- 15 general admission tickets



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

PAS DE DEUX TEAM SPONSOR: \$6,500

ROCKIN' DRESSAGE DERBY

Plugged in, amped up and ready to rock, four fabulous pas de deux teams will boogie down to the music of Rock 'N Roll. However, there is a catch. Each team will be given the first three minutes of their music ahead of time but will have no idea what their last minute of music will be. They only know that this is the time to Rock On to become COTA's 2025 Rockstars.

Sponsors have the option of forming their own team. Riders must be professionals and perform their pas de deux at the level of I-1 or above.

Sponsor name will be included in the Team Title (e.g., Team [your name])

Print and Digital Media

Local, regional, and national recognition

- **Social media:** sponsorship announcement, your unique story, and inclusion in all team stories
- **Email marketing:** sponsorship announcement along with your unique story, name/logo displayed in all COTA newsletters
- **COTA website:** name/logo on all website pages, your unique story included in the website's "Latest News," logo and business information on COTA's Sponsor page
- **Livestream:** name/logo recognition during your team's performance, additional recognition at the opening and closing of the broadcast
- **Event program:** color, full-page ad space included in the VIP guest program



On-Site Recognition

- Public address announcements during the competition (sponsor to provide announcement)
- Promotional materials included in VIP guest bags (sponsor to provide promotional material)
- Prominent 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
- 10 general admission tickets



The 2025 Challenge of the Americas

SPONSORSHIP

BEHIND THE SCENES: \$5,000

We are always asked, “What’s it like behind the scenes at the Challenge of the Americas?”

In 2025, instead of telling, we’re showing – from team practices to live interviews with riders and coaches leading up to and during the Challenge of the Americas.



Join us “Behind the Scenes” and we’ll thank you, or your business, as follows:

Print and Digital Media Recognition

Local, regional, national and international recognition

- ***Social media and email marketing:*** sponsorship announcement in the COTA newsletter e-blasted and shared on social media, recognition as “Behind the Scenes” sponsor of two pre-event videos posted to Facebook and Instagram, name/logo included in all COTA newsletters
- ***Event livestream:*** name/logo recognition as “Behind the Scenes” sponsor of a live interview shown during the broadcast and on the Global big screen, 30-second commercial spot (sponsor to provide) or slide show (COTA can create), name/logo recognition at the opening and closing of broadcast
- ***COTA website:*** name/logo displayed on all website pages, logo and business information showcased on COTA’s Sponsor page
- ***Event program:*** full page, color ad space included in the printed and downloadable program found on COTA’s website
- ***Event posters:*** name/logo on posters displayed in approximately 50 locations in Palm Beach County

On-Site Recognition

- Promotional materials included in VIP gift bags (sponsor to provide 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
- 8 general admission tickets



The 2025 Challenge of the Americas

SPONSORSHIP

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

PINK PATRON: \$4,200



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!

In return for your generous donation, we will thank you, or your business, as follows:

Print and Digital Media

Local, regional, and national recognition

- *Social media and email marketing:* sponsorship announcement in the COTA newsletter e-blasted and shared on social media, name/logo in all COTA newsletters
- *COTA website:* name/logo displayed on all website pages, logo and business information displayed on COTA's Sponsors page
- *Livestream:* name/logo displayed on "Thank You" message at opening and closing of the COTA broadcast
- *Event program:* full-page, full-color ad space included in the printed and downloadable program found on COTA's website
- *Event posters:* name/logo on posters displayed in approximately 50 locations in Palm Beach County

On-Site Recognition

- Promotional materials included in VIP gift bags (sponsor to provide 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 cocktail and hors d'oeuvres during the Challenge competition
- VIP seating for 6 during the Challenge Gala dinner
- 6 general admission tickets

Photo by SusanJSickle.com



The 2025 Challenge of the Americas
SPONSORSHIP

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

PARTNERS FOR PINK: \$2,000

Partners for Pink!

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

Print and Digital Media

- *Email marketing:* name/logo displayed in all COTA newsletters
- *COTA website:* name/logo recognition on all website pages
- *Event program:* half-page, color ad space included in the printed and downloadable program found on COTA's website
- *Event poster:* name/logo displayed in approximately 50 locations in Palm Beach County

On-Site Recognition

- Name/logo in event schedule and rider profile pamphlets distributed to general admission spectators
- Banner stand name recognition inside entrance to VIP pavilion

Hospitality and Entertainment

- VIP seating for 2, ringside cocktail and hors d'oeuvres during the Challenge competition
- VIP seating for 2 during the Challenge Gala dinner
- 2 general admission tickets



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SPONSORSHIP

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