



**BLACK TIE  
& BLUE JEANS  
EQUESTRIAN  
GALA**

**BLACK TIE AND  
BLUE JEANS  
COMMITTEE  
2019**

**CHAIR:**

Sheryl Vieira

**COMMITTEE:**

Ashley Sweeney

Erin Hurter

Katie Emmons

Melissa Caldwell

Paul Mattison

Reppard Gordon

Renee Phinney

Stacy Jernigan

Susannah Cripe

Val Vance

Tom Waters



Dear Friends,

InStride Therapy believes in the power of partnerships. Each day we partner with our horses, our staff & volunteers, our clients and other agencies to provide life-changing programs that benefit individuals in our community.

On January 1, 2019, a special partnership began between InStride and Easterseals Southwest Florida in which the two organizations entered into a joint operating agreement that will enable them to serve even more children and adults with unique abilities in our community.

We are pleased to invite you to InStride's signature event on November 9, 2019; Black Tie & Blue Jeans – an Equestrian Gala.

We hope that you will join us and support this event by your sponsorship and attendance as we continue to grow services for InStride, some of which include: Hippotherapy, PT/OT/Speech, Therapeutic Riding, Special Olympics/Equestrian Team & Equine Assisted Learning including Veterans & First Responders, Survivors of Human Sex Trafficking At-Risk-Youth and Children in the Foster Care System.

Our gala team will be led by our Chair, Sheryl Vieira, V.P. of Marketing & PR, Caldwell Trust Company in Venice, FL. Her committee consists of Reppard Gordon, Assistant V.P. & Trust Officer, Melissa Caldwell, Premier Sotheby's International Realty Realtor, Chef Paul Mattison, Mattison's Owner/Chef, Val Vance and Susannah Cripe, InStride's Community Outreach.

Thank you in advance for helping us to reach our goals to help support and grow services at InStride, Inc. Please RSVP by October 23, 2019. For more information, please see attached or contact Val Vance at 941-786-4605 or

[Events@Instridetherapy.org](mailto:Events@Instridetherapy.org).

Warm Regards,

Tom Waters  
President & CEO of Easterseals & InStride Therapy, Inc.



# **SPONSORSHIP PACKET**

**Black Tie & Blue Jeans, an Equestrian Gala**

**Saturday, November 9, 2019**

**6 PM – 10 PM**

**InStride Therapy, 1629 Ranch Road, Nokomis, FL**

**Attire is Equestrian Formal**

**Special Musical Entertainment Provided by**

**Bronson Arroyo, Boston Red Sox World Series Pitcher-2004**

## **Sponsorship Opportunities:**

### **Sensational Quarter Horse Presenting Sponsorship - \$10,000**

Exclusive sponsorship for ten (10) guests with premier seating and prominent table signage, recognition as presenting sponsor in all media and marketing mentions, opportunity to welcome guests from the podium and provide them with event appropriate promotional items, premium inside front cover of program book, name/logo recognition on video screen, sponsor banner. Inclusion on InStride & Easterseals Website for 1 year. (4) VIP Sponsor Party tickets -Date TBD in early Fall 2019

### **Inspirational Thoroughbred Horse Sponsorship - \$7,500**

Exclusive sponsorship for ten (10) guests with premier seating and prominent table signage, recognition in all media and marketing material, premium back cover program ad, name/logo recognition on video screen. Inclusion on InStride & Easterseals Website for 1 year. (4) VIP Sponsor Party tickets -Date TBD in early Fall 2019

### **Remarkable Arabian Sponsorship - \$5,000**

Non-exclusive sponsorship for Eight (8) guests with prominent seating and table signage, recognition in all media and marketing material, full-page program ad, name/logo recognition on video screen. Inclusion on InStride & Easterseals Website for 1 year. (4) VIP Sponsor Party tickets -Date TBD in early Fall 2019

### **Powerful Morgan Horse Sponsorship - \$2,500**

Non-exclusive sponsorship for six (6) guests with premier seating and table signage, recognition in all media and marketing material, half-page program ad, name/logo recognition on video screen.

### **Marvelous Mustang Table Sponsorship - \$1,000**

Non-exclusive sponsorship for four (4) guests with table signage, recognition in all media and marketing material, quarter-page program ad, name/logo recognition on video screen.

### **Equestrian Sponsorship - \$500**

Non-exclusive sponsorship for two (2) guests with table signage, recognition in all media and marketing material, quarter-page program ad, name/logo recognition on video screen.

### **Side Walker Single Ticket - \$175**

For More Information, please contact

Val Vance at [Events@InStridetherapy.org](mailto:Events@InStridetherapy.org) or 941-786-4605.

Checks made payable to InStride Therapy, Inc.

Sponsorship and Event Registrations go to: [www.InStrideTherapy.org](http://www.InStrideTherapy.org)  
1629 Ranch Rd • Nokomis, Florida 34275



# Black Tie & Blue Jeans Partnership Opportunities

**Yes!** We will support InStride Therapy and Easterseals Happiness House, and choose the following partnership opportunities:  
(Please RSVP by October 23, 2019)

**Amount: \$** \_\_\_\_\_

*Please print company name exactly as it should appear on event materials.*

Name	
Title	
Company	
Address	
City/State/Zip	
Phone	
Email Address	

## BLACK TIE & BLUE JEANS PARTNERSHIPS

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> Sensational Quarter Horse Presenting Sponsorship \$10K | <input type="checkbox"/> Inspirational Thoroughbred Horse Sponsorship \$7,500 | <input type="checkbox"/> Remarkable Arabian Sponsorship \$5,000 | <input type="checkbox"/> Powerful Morgan Horse Sponsorship \$2,500 |
| <input type="checkbox"/> Marvelous Mustang Table Sponsorship \$1,000            | <input type="checkbox"/> Equestrian Sponsorship \$500                         | <input type="checkbox"/> Side Walker Single Ticket \$175        |  |

## UNDERWRITING OPPORTUNITIES

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Printing - Invitations/Save the Date/Program \$8,000 | <input type="checkbox"/> Audio/Visual \$3,000      | <input type="checkbox"/> Media \$1,500 -\$5,000+ | <input type="checkbox"/> Printing - Signs/Banners \$600 |
|   | <input type="checkbox"/> Graphic Design/Logo \$500 |  |   |

## Payment Information

*Please complete and return to InStride Therapy, 1629 Ranch Road, Nokomis, FL 34275. Customized payment plans are available.*

Check Enclosed  
 Please Invoice  
 Please contact me to arrange a customized payment schedule  
 Credit Card (circle one)  Visa  MasterCard  Discover  American Express

Name on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Card Number: \_\_\_\_\_ Date: \_\_\_\_\_  
 CRV Code (on back of card): \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

For more information contact Val Vance  
(941) 786-4605 • Events@instridetherapy.org