



Mark Your Calendar:

Saturday, October 19, 2019

7IL Ranch, Cat Spring, TX

Dear Friend:

Each year **Saddle Up for SIRE** raises over \$100,000 to improve the lives of people with special needs through therapeutic horsemanship programs. This is possible only with your help. Please join us and begin changing lives for those with special needs.

As an **event sponsor**, you can use marketing dollars to reach three specific audiences:

1. The Texas equestrian community, which has over \$13 billion invested in barns, towing vehicles, trailers, tack and related equipment and spends over \$2.1 billion annually to maintain their horses,
2. The more than 1.2 million individuals with special needs who live in the nine-county SIRE service territory who use a variety of medical devices, care-giver services and pharmaceutical supplies, and
3. The many donors who have supported SIRE throughout its 36-year history.

As a **donor**, your contribution is fully tax-deductible. Depending on your level of participation, you can be featured prominently in Saddle Up for SIRE online and print promotional efforts.

SIRE is the oldest and largest therapeutic horsemanship program in Southeast Texas. We are a 501(c)3 non-profit organization (EIN 74-2168515) that helps participants overcome a variety of physical, emotional and cognitive challenges.

First words, first steps, first taste of unbridled joy are just some of the miracles you make happen.

- SIRE serves children and adults with varying diagnoses, including:
 - Autism, cerebral palsy, multiple sclerosis, brain injury and stroke
 - 288 riders were served in 2018
- Riders come from ten counties around Houston, including:
 - Harris, Fort Bend, Montgomery, Waller and Colorado
- SIRE is a Premier Accredited Center by Path International:
 - Undergoes regular operational and financial audits
 - Adheres to the most rigid standards of safety and excellence in the therapeutic riding industry
- SIRE is gold-rated by Guidestar and is accredited by the Houston BBB
- The work of SIRE's staff is supplemented by the work of hundreds of volunteers

This year's Saddle Up for SIRE benefit trail ride on Oct. 19, 2019, at 7IL Ranch just west of Houston will draw hundreds of riders, volunteers and donors from all over Central and Southeast Texas. This popular event helps us raise almost 10 percent of our annual operating expenses thanks to the generosity of people like you. Please complete the enclosed form and return to SIRE, 11211 Katy Freeway, Ste 660, Houston, TX 77079. If you have any questions, please contact me at 281-356-7588 or via email at Joe@sire-htec.org.

Sincerely,

Joe Wappelhorst
Executive Director
SIRE Therapeutic Horsemanship



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2019 SADDLE UP FOR SIRE Sponsorship Opportunities

\$15,000 Pavilion Sponsor: Naming rights to Pavilion during event. Tent or product display space at event; banner to be displayed for one year at all SIRE sites; individual advertising signage at event; prime placement of logo/name on event T-shirt; Recognition in event advertising, print materials and on website. Inclusion in social media publicity. Bring Your Own Horse trail ride entries for 10.

\$10,000 Grand Champion Sponsor: Naming Rights to Performance Arena during event. Tent or product display space at event; banner to be displayed for one year at all SIRE sites; individual advertising signage at event; prime placement of logo/name on event T-shirt; Bring Your Own Horse trail ride entries for 8; recognition in event materials and on website.

\$5,000 Reserve Champion Sponsor: Tent or product display space at event; individual advertising signage at event; preferred placement of logo/name on shirt; Bring Your Own Horse trail ride entries for 6, recognition in event materials and on website.

\$2,500 Blue Ribbon Sponsor: Individual advertising signage at event, naming rights to one of the 7IL Trails for the day; name on T-Shirt, Bring Your Own Horse trail ride entries for 5.

\$1,000 Red Ribbon Sponsor: Name on sponsorship banner at the event, name on T-Shirt, Bring Your Own Horse trail ride entries for 2.

Friend of SIRE: Other donation amounts are always appreciated. Amount: \$_____

Sponsor Contact: _____ Signature: _____

Please print names and emails of Bring Your Own Horse entries on reverse side of page.

Name you would like to appear in promotional materials: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____

Credit Card: ☐ MC ☐ AMEX ☐ Disc ☐ Visa Check # _____

Credit Card Number: _____ Exp: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Do you want your donation to sponsor a specific SIRE Rider or team? ☐ YES ☐ NO

If yes, who is the SIRE rider or fundraising team you wish to support? _____

Mail Form and Sponsorship Information to: SIRE, 11211 Katy Frwy #660, Houston, TX 77079

For questions, please contact Joe Wappelhorst at 281-356-7588 or via email at joe@sire-htec.org.

SIRE is a 501(c)(3) charitable organization EIN:74-2168515

Path International Premier Accredited Center * GuideStar Gold Rated * BBB of Houston Accredited