



Dear Friend,

I invite your participation as sponsor or donor in a unique event called **Saddle Up for SIRE** that helps improve the lives of people with special needs through therapeutic horsemanship programs.

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 35-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 our riders experience.

- SIRE serves children and adults with varying diagnoses, including:
  - Autism, cerebral palsy, multiple sclerosis, brain injury and stroke
  - 306 riders received 11,446 hours of instruction in 2017
- Riders come from nine 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
  - Provided 1,560 hours of professional continuing educational training in 2017
- 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 volunteers:
  - In 2017, SIRE saw 31,306 volunteer hours completed, worth \$755,726.84

SIRE now has riding centers in Hockley, Spring and Richmond. Our program gains added visibility because we annually host this area's Special Olympics equestrian events as well as numerous educational events to train and certify therapeutic riding instructors and volunteers from similar programs across the state and around the country. Our riders participate in the numerous competitions including the Houston Livestock Show and Rodeo and the All-SIRE Horse Show.

**This year's Saddle Up for SIRE benefit trail ride on Oct. 20, 2018, at 7iL Ranch just west of Houston** will draw hundreds of riders, volunteers and donors from all over Central and Southeast Texas. Now in its 26<sup>th</sup> year, this popular event helps us raise almost 10 percent of our annual operating expenses thanks to the generosity of people like you.

Attached is a sponsorship form. Please contact me if you have any questions.

Sincerely,

K Leonard  
2018 Saddle Up for SIRE Chairman  
281-460-6373; Hocopodoca1@gmail.com

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Houston, TX 77079  
281-356-7588

SIRE Fort Bend  
Richmond State  
Supported Living Center  
2100 Preston Street  
Richmond, TX 77469

SIRE Hockley  
24161 Spring Drive  
Hockley, TX 77447

SIRE Spring  
4610 Sloangate  
Spring, TX 77373

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





## 2018 SADDLE UP FOR SIRE Sponsorship Opportunities

**\$15,000 Entertainment/Lunch Pavilion Sponsor:** Naming rights to Pavilion during event. Tent or product display space at event; banner to be displayed for one year at 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 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 board 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: \_\_\_\_\_ Sec: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

If yes, what is the name of the SIRE Rider? \_\_\_\_\_

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

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