HATS & HORSES

All proceeds from Hats & Horses will benefit programming for individuals on the autism spectrum.

EVENT PROFILE

Come be a guest for the YMCA Children’s Unified Benefits and Services (Y CUBS) 2nd Annual Hats & Horses Gala. It’s a safe bet you won’t want to miss this event!

YMCA Children’s Unified Benefits and Services (Y CUBS) is supported by independent fundraising efforts. The purpose of Y CUBS is to bring together community stakeholders, policymakers, community members and families to strategize and implement solutions for both the short-term and long-term needs of the autism spectrum disorder community of Greater New Orleans. Together with the Y CUBS’ Task Force, the YMCA of Greater New Orleans now has a regional collaboration focused on increasing awareness about ASD and meeting the educational, social, and recreational needs of individuals on the autism spectrum and their families.

TARGET AUDIENCE: General Public, Business Leaders, Autism Community. Adults 21+
EXPECTED ATTENDANCE: 200
MARKET REACH: 3,200+
DATE: December, 2019
TIME: 1:00PM – 4:00PM
LOCATION: Fair Grounds (Black & Gold Room)
**SPONSORSHIP OPPORTUNITIES**

**TRIPLE CROWN** ........................................ $5,000

*Benefits:*
- 18 Gala Tickets
- 3 Reserved Tables
- Personalized Slate
- Company Logo on YMCA website for 1 year
- Company Logo on all printed and social media materials
- Recognition on 5’ X 5’ sponsorship banner (day of the event)

*Unique Benefits:*
- Opportunity to welcome guests and pass out any company materials
- Trophy Presentation at the Winner’s Circle (8 people from the company)
- Tote Board Message
- 5’ X 5’ Company banner to hang at YMCA branch of choice for 1 year

**RUN FOR THE ROSES** ............................... $2,500

*Benefits:*
- 12 Gala Tickets
- 2 Reserved Tables
- Personalized Slate
- Company Logo on our website for one year
- Company Logo on all printed and social media materials
- Recognition on 5’ X 5’ sponsorship banner (day of the event)

**MINT JULEP** ........................................ $1,500

*Benefits:*
- 6 Gala Tickets
- 1 Reserved Table
- Company logo on all printed materials
- Recognition on 5’ X 5’ sponsorship banner (day of the event)

*Unique Benefits:*
- Specialty Cocktail Named after you or your company
- Recognition at the Bar

**WIN, PLACE, SHOW** ............................... $1,000

*Benefits:*
- 4 Gala Tickets
- 4 Reserved Seats
- Company Logo on all printed and social media materials
- Recognition on 5’ X 5’ sponsorship banner (day of the event)

**SECRETARIAT** ...................................... $500

*Benefits:*
- 2 Gala Tickets
- 2 Reserved Seats
- Company logo on all printed materials
- Recognition on 5’ X 5’ sponsorship banner (day of the event)

**JOCKEY** ............................................. $250

*Benefits:*
- 2 Gala Tickets
- 2 Reserved Seats
- Recognition on 5’ X 5’ sponsorship banner (day of the event)

**INDIVIDUAL TICKET** ............................... $50

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**PROMOTIONAL PLAN**

**Final day for inclusion in material is 11/5/19**

**ONLINE ADVERTISING**

- **Social Media:** Event flyers shared and sponsors recognized on YMCA of Greater New Orleans and Y CUBS Facebook pages. Audience of 1,000
- **Email:** Promotional emails will be sent to publicize the event. 4 emails sent to audience of 200+
- **Website:** The YMCA of Greater New Orleans website attracts 2,000 visitors per week. Hats & Horses event will be promoted on the website and qualifying company logo/name will be listed.

**PRINT ADVERTISING**

- **Save the Date Cards:** 250 mailed
- **Invitations:** 250 mailed
- **Flyers:** 500 printed and distributed
- **Event Signage:** Event programs, 150 printed. 5’ X 5’ Sponsorship banner displayed on day of event.

For sponsorship questions contact Amy Segar @ (504) 568-9622 Ext. 278 or amys@ymcaneworleans.org
Please check the following opportunities that interest you:

**HATS & HORSES**
December, 2019

- [ ] **Triple Crown** $5,000
- [ ] **Secretariat** $500
- [ ] **Run for the Roses** $2,500
- [ ] **Jockey** $250
- [ ] **Mint Julep** $1,500
- [ ] **Ticket** $50 x [ ] = [$]
- [ ] **Win, Place, Show** $1,000
- [ ] **Secretariat** $500
- [ ] **Jockey** $250
- [ ] **Mint Julep** $1,500
- [ ] **Ticket** $50 x [ ] = [$]

**SPONSOR INFORMATION**

**NOTE:** For inclusion in materials, please send a high resolution logo in jpeg and eps/ai/pdf format to amys@ymcaneworleans.org

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<th>Contact Person</th>
<th>Company Name</th>
<th>Company Website</th>
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**PAYMENT INFORMATION**

- [ ] Check Included  
  Check #
- [ ] Credit Card (YMCA Staff will call you to process payment)

**AUCTION DONATION**

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**MAIL FORM WITH PAYMENT TO:**
YMCA Children’s Unified Benefits & Services
320 Metairie Hammond Hwy, STE 321
Metairie, LA 70005

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