



Horsing Around at the Mandarin **Saturday, November 16, 2024** **The Mandarin Oriental, Boston**

Please consider joining Boston's business leaders and philanthropists along with BINA Farm Center to come together at our annual black-tie gala to raise funds which subsidize the cost of every life-changing therapeutic service we provide. We greatly appreciate your consideration of any level of Gala Corporate Sponsorship or Sponsor-A-Horse sponsorships which are both key components to our success and ability to continue bringing people together at our Lexington center and satellite location at Dana Hall School in Wellesley.

BINA Farm Center Mission

BINA Farm Center's inclusive mission brings together individuals of all ages with and without physical, developmental, cognitive and mental health challenges by offering a variety of Equine-Assisted Therapeutic, Clinical, Recreational, Vocational and Complementary programs. BINA provides an environment that supports individuals to thrive personally and within their communities.

Please see enclosed materials for sponsorship opportunity details.

For more information, please contact
HorsingAround@binafarm.org.

BINA Farm Center is a 501 (c)(3) non-profit organization.
EIN 80-0445857.



Celebrating
15 Years



Gala Corporate Sponsorship Opportunities 2024

Your sponsorship helps pay for every life-changing service provided by BINA Farm Center's Occupational and Physical Therapists, Mental Health Professionals, Therapeutic Riding Instructors and Music Therapists. We greatly appreciate your consideration of a gala sponsorship.

Pink Ribbon Event Sponsor \$5,000

- 2 tickets to the gala
- Recognition on the gala program, digital/printed materials, and BINA website

White Ribbon Event Sponsor \$10,000

- 4 tickets to the gala
- Recognition on the gala invitation, program, digital/printed materials, BINA website and social media

Yellow Ribbon Champion Sponsor \$20,000

- 6 tickets to the gala
- Recognition on the gala invitation, program, step and repeat signage, electronic/printed materials, the BINA website, and social media
- Mentions on social media every other month for one year

Red Ribbon Champion Sponsor \$50,000

- Premium table of 8
- Your logo prominently displayed on all gala collateral including invitations, programs, step and repeat, signage, stage screen as well as social media
- Be featured in the Sponsor Spotlight in our newsletter; monthly mentions on social media
- Live Recognition from the stage during the Horsing Around event program
- Private Group Recreational Riding lesson for four (limits may apply)

Blue Ribbon Champion Presenting Sponsor \$75,000

- Premium table of 10
- Your logo prominently displayed on all gala collateral including invitations, programs, signage, step and repeat, and stage screen, and BINA's website for one year
- Feature in the Sponsor Spotlight in the BINA newsletter; monthly mentions on social media
- Live recognition from the stage during the Horsing Around event program
- Private group recreational riding lesson for four
- Private tour upon request of BINA's Lexington facility with a Founder and Executive Director
- Option to be on the BINA Farm Center Advisory Board for one year



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Individual or Corporate Sponsor-A-Horse Levels **Horsing Around at the Mandarin**

Saturday, November 16, 2024
Mandarin Oriental, Boston

If you are a Therapeutic or Recreational Riding participant/family member, or company which wants to help ensure we can continue to subsidize our therapeutic programming costs for our participants, Sponsor-a-Horse, tax-deductible donations are a wonderful way to do so! Donations of this kind help to provide necessary care for our equine partners, including but not limited to: hay, grain, blankets, fly masks, supplements, vaccinations, medicine, daily care, shoeing, dental, chiropractic and massage.

In order for our Horsing Around at the Mandarin fundraising gala to be a success, we need to secure sponsorships for our 15 horses. Please consider making a commitment to sponsoring one or more of our horses for one year. Sponsorship will include a table of 8 at the gala, as well as recognition at the event and in marketing materials of your sponsorship. Your name/company will be listed on the stall of the horse(s) you are sponsoring for one year. We will also include either 3 recreational riding lessons or one group riding lesson for 3 individuals so you may see, first hand, how special the horses are.

One Year Horse Sponsorships Levels

- 1 Horse \$25,000
- 2 Horses \$50,000
- 3 Horses \$75,000
- 4 Horses \$100,000

Please contact horsingaround@binafarm.org or call 781-862-5020 and ask for the Development Team if you have any questions.



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BINA FARM CENTER

BRINGING PEOPLE TOGETHER



Therapy Pony Angel Attends Gala 2024

We have a special opportunity for up to two sponsors to be highlighted and co-branded with BINA Farm Center logo at the gala with our littlest therapy pony, Angel.

Angel will be near gala registration in a specially custom designed stall with Sponsor and BINA Farm Center signage for all attendees to have access to. Guests enter the second floor where the event is held, and then have their photos taken with Angel prior to checking in. Sponsor may have a representative of their choosing to be by the stall for additional photo opportunities with other guests.

Sole Sponsorship for Therapy Pony Angel \$50,000

In addition to covering Angel's cost of care for one year, this sponsorship partially subsidizes therapeutic programs for those who cannot afford services.

- Be the only sponsor whose logo will be featured with the BINA Farm Center logo of Angel's stall for a unique photo opportunity for attendees. Sponsor will work with our team with a \$2,000 budget to create this branded stall which Sponsor will have design approval input.
- Sponsorship also includes signage on our regular Step & Repeat with other sponsors to ensure logo is on all media submissions with corporate sponsors.
- Sponsor to be printed in all gala materials and receive 12 social media posts for one year (pre-approved), highlighted in one newsletter with links to their company, be included on all pre and post press releases.
- Guaranteed that we will submit a photo of the co-branded stall with a representative of your choosing along with the BINA Founders for all post media submissions (we are happy to work this sponsor's media team).
- Sponsor to receive night of recognition from the stage by the host or founders as well as on the event's video screen.
- If Sponsor chooses, they may provide, at their own cost, a gift item for each guest to take home for continued branding of their Sponsorship post event.
- Sponsor will receive a table of 10 to the gala.

Joint Sponsorship for Therapy Pony Angel \$25,000

- Sponsor to join another sponsor and receive the above, simply sharing in the spotlight.



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Yes, you can count on my support as a 2024 Gala Sponsor!

Sponsorship Level Commitment

Sponsor-A-Horse

4 Horses \$100,000

3 Horses \$75,000

2 Horses \$50,000

1 Horse \$25,000

Corporate Sponsorship

Blue Ribbon Champion Sponsor \$75,000

Red Ribbon Champion Sponsor \$50,000

Yellow Ribbon Champion Sponsor \$20,000

White Ribbon Event Sponsor \$10,000

Pink Ribbon Event Sponsor \$5,000

Therapy Pony Angel

Sole Sponsorship \$50,000

Joint Sponsorship \$25,000

We would be happy to work with you to customize a sponsorship package between \$5,000 - \$100,000 that fits your company's needs. To build a custom sponsorship package for your business, please email HorsingAround@binafarm.org. For your maximum recognition in our materials, please confirm your sponsorship by June 30, 2024 and send a digital logo to horsingaround@binafarm.org.

Contact Information (please print clearly)

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____

Email: _____

We would like our business to be listed in the program book and other material as follows:

I am enclosing a check made out to BINA Farm Center.

I would like to pay by credit card. Please email an invoice to me at _____ to make an online payment.

Please send your sponsorship form either by email to HorsingAround@binafarm.org, or by mail to BINA Farm Center, Attn: Gala, 55 Allen Street, Lexington, MA 02421 or call 781-862-5020 with any questions.



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