



## JUSTWORLD INTERNATIONAL SEVENTH ANNUAL FUNDRAISING GALA

# *Fiesta under the Stars*

### General Proposal for Fundraising Gala Sponsorship

A festive night of dancing, friends, and food . . . all with a Latin beat. Meet us under the stars at Belle Herbe Farm to tango the night away. Be a part of a special night dedicated to helping educate children in need.

JustWorld International is a humanitarian organization that acts as a catalyst for positive change in the developing world by working with local partner organizations to provide basic education, nutrition, health, hygiene, and vocational training for children in impoverished communities in Honduras, Cambodia, Guatemala, Brazil, and Senegal.

Through JustWorld programs that raise awareness and funds in the international equestrian community, riders and their friends learn about the needs of others across the globe as they help thousands of children have the chance for a brighter future.

This year's fiesta theme celebrates the expansion of JustWorld's projects and equestrian partnerships throughout Latin America. The first fundraiser on the winter season's calendar, the JustWorld Fundraising Gala brings old and new friends together to support an organization that has raised \$2.2 million in the equestrian community to provide basic needs to children with little opportunity to receive support from other sources.

Started in 2002 as a backyard gathering for friends and supporters, the event now hosts more than 500 people from the equestrian community. From JustWorld Rider Ambassadors and their families to trainers, barn owners, local residents, international visitors, and members of Olympic riding teams from all over the world, these people all have one thing in common – the desire to help others and come together for a just world.

JustWorld has a direct, targeted network that reaches 11,000 people in 67 countries. And with a website that receives between 15,000 and 20,000 unique visits each month, exposure for this annual event is broad and ever expanding.

JustWorld holds events and garners supporters at all levels of the equestrian community, from international shows to national "A" circuit shows and championships, local shows, and grassroots equestrian organizations in North America, Europe, and Central America.

With your help, funds raised at the JustWorld International Annual Fundraising Gala will go directly to help educate impoverished children at JustWorld project sites in Brazil, Cambodia, Guatemala, Honduras, and Senegal. For more information on JustWorld International programs, projects, and unique position in the international equestrian community, please visit [www.justworldinternational.org](http://www.justworldinternational.org).

**When:** Friday, January 22, 2010

**Where:** Belle Herbe Farm, Grand Prix Village, Wellington, FL

We are seeking suitable sponsors who will not only add a special dimension to the event but also benefit from the unique access JustWorld can provide to the discerning equestrian community. Previous principal sponsors include Belle Herbe Farm (2006), Chesapeake Petroleum & Davis-McCullough Foundation (2007 & 2008), and Spy Coast Farm/The Lourie Foundation (2009), each of which generously underwrote the fundraiser and enjoyed the ongoing benefits of association with JustWorld within the international equestrian community.



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## GRAND PRIX

(Principal Sponsor)

**\$50,000**

As the principal sponsor, you will receive many exclusive benefits and opportunities to become a close friend and supporter of JustWorld throughout the calendar year.

### Pre-Event:

- Branding on the electronic invitation and Fundraising Gala webpage
- Branding on main JustWorld Facebook site as well as the Fundraising Gala event page (7,000 Facebook members and growing)
- Banner and link from the JustWorld home page
- Your company/name featured in a series of e-mail blasts leading up to the event: JustWorld's own lists as well as lists reaching the wider equestrian community  
The JustWorld e-mail list reaches 11,000 people in 67 countries, and the website receives between 15,000 and 20,000 unique visits each month.
- Joint press release to a comprehensive list of publications reaching the Wellington and equestrian communities
- Branding on event posters seen throughout WEF and in Wellington in the lead up to the event

### At the Event:

- Two VIP tables for ten guests
- VIP cocktails with JustWorld Board, Ambassadors, and Executive Director Jessica Newman
- Exclusive branding as primary sponsor
- Signage at the table
- Promotional material at table and in goodie bag
- Speaking role at event
- Promotional DVD to be shown on the big-screen during the Event

### Post Event:

- Donor spotlight and photos in newsletter and Facebook page follow-up
- Full-page ad in Annual JustWorld memory book
- Six months of web exposure
- Listing in JustWorld Annual Report
- First right of refusal on future events and promotions



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PLATINUM SPONSOR

\$25,000

## Pre-Event:

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- Branding on main JustWorld Facebook site as well as the Fundraising Gala event page (7,000 Facebook members and growing)
- Banner and link from the JustWorld home page
- Inclusion in a series of e-mail blasts leading up to the event: JustWorld's own lists as well as lists reaching the wider equestrian community

The JustWorld e-mail list reaches 11,000 people in 67 countries, and the website receives between 15,000 and 20,000 unique visits each month.

- Inclusion in Gala press release to a comprehensive list of publications reaching the Wellington and equestrian communities
- Branding on event posters seen throughout WEF and in Wellington in the lead up to the event

## At the Event:

- One table for ten guests
- Signage at the event
- Promotional material at table and in goodie bag

## Post Event:

- Donor spotlight and photos in newsletter and Facebook page follow-up
- Half-page ad in Annual JustWorld memory book
- Six months of web exposure
- Listing in JustWorld Annual Report and JustWorld website as a supporter



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**GOLD SPONSOR**  
**\$10,000**

**Pre-Event:**

- Branding on the electronic invitation and Fundraising Gala webpage
- Branding on main JustWorld Facebook site as well as the Fundraising Gala event page (7,000 Facebook members and growing)
- Link to the JustWorld home page
- Inclusion in press releases and marketing materials to a comprehensive list of publications reaching the Wellington and equestrian communities

**At the Event:**

- One table for ten guests
- Promotional material at table and in goodie bag

**Post Event:**

- Inclusion in newsletter and Facebook page follow-up
- Six months of web exposure
- Listing in JustWorld Annual Report and JustWorld website as a supporter



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**SILVER SPONSOR**

**\$7,500**

**Pre-Event:**

- Branding on the Fundraising Gala webpage
- Branding on main JustWorld Facebook site as well as the Fundraising Gala event page (7,000 Facebook members and growing)
- Link to the JustWorld home page
- Inclusion in a Gala press release to a comprehensive list of publications reaching the Wellington and equestrian communities

**At the Event:**

- One table for ten guests
- Promotional material at table and in goodie bag

**Post Event:**

- Inclusion in newsletter and Facebook page follow-up
- Listing in JustWorld Annual Report and JustWorld website as a supporter



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**BRONZE SPONSOR**

**\$5,000**

**Pre-Event:**

- Branding on the Fundraising Gala webpage
- Branding on main JustWorld Facebook site as well as the Fundraising Gala event page (7,000 Facebook members and growing)
- Link to the JustWorld home page
- Inclusion in the Gala press release to a comprehensive list of publications reaching the Wellington and equestrian communities

**At the Event:**

- One table for ten guests
- Promotional material at table and in goodie bag

**Post Event:**

- Inclusion in newsletter and Facebook page follow-up
- Listing in JustWorld Annual Report and JustWorld website as a supporter



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## RESERVED TABLE

\$2,500

At the Event:

- One table for ten guests

Post Event:

- Inclusion in newsletter and Facebook page follow-up
- Listing in JustWorld Annual Report and JustWorld website as a supporter