



# HOLLODOWN FOR HORSES

Sunday, July 21 - Del Mar Paddock

2019 SPONSORSHIP OPPORTUNITIES



Dear Potential Sponsor,

California Retirement Management Account (CARMA) is a non-profit, charitable organization created to raise money for retired California Thoroughbred racehorses. Founded in 2007, CARMA is responsible for hosting fundraising events, educating owners and trainers on equine retirement, raising awareness, and working to unify the racing industry in support of equine athletes.

### MISSION STATEMENT

*The California Retirement Management Account (CARMA) provides funding for retirement of California-raced Thoroughbred horses and serves as an educational resource for the public and the racing community.*

Our small organization runs several programs to fulfill this mission, including a grant program that, since 2008, has awarded more than \$4 million to organizations that have retired, retrained and rehomed California-raced Thoroughbreds. Additionally we host or participate in several fundraisers and awareness events throughout the year, bringing attention to the very real need for ensuring these horses' safety and well-being following their racing careers.

Finally, we run an on-track retirement service called the CARMA Placement Program. A resource for Thoroughbred owners who are unable to keep or re-home their newly retired racehorse, the Placement Program serves as a safe method to transition the horse into the next phase of its life. Based out of Santa Anita Park and serving the entire state of California, CARMA is able to work hand in hand with the connections of the horse to ensure proper retirement steps are taken. Since 2012, the Placement Program has assisted more than 240 retired racing Thoroughbreds, and has expanded from managing five horses at a time to a stable of 20.

Your sponsorship will help us help the horses, and we sincerely appreciate your donation.

With gratitude,  
The CARMA Team

*WUNDURRA  
6 year old gelding by Tiz Wonderful out of Catbaby by A.P. Indy  
CARMA Placement Program Graduate in his new career  
at the Thoroughbred Classic Horse Show this March*

*Photo: Andrea Kaus ©*





# HOEDOWN FOR HORSES

## The Country Western event of the year, Hoedown 4 Horses is back!

Bringing together Southern California's equestrian and racing communities in the iconic Del Mar Paddock for an unforgettable evening to benefit the rehabilitation, retraining or permanent retirement of Thoroughbred horses. The event includes a barbecue-styled buffet, bar, head-to-head jockey bull riding competition, live entertainment, dancing and much more. In 2018, the CARMAcares event hosted more than 300 of racing's elite and raised more than \$87,000 for the organization.

### Sponsor Levels & Benefits

Levels:		Platinum \$25,000	Trail Boss \$10,000	Wrangler \$5,000	Cowboy \$2,500
Visibility	Presenting Sponsor	X			
	Banners at Event	4	2	1	1
	Ads				
	SAP & DMTC Print	X	X	X	
	Event Program	X	X	X	X
	TV Promotion	X	X		
	Signage at Event	X	X	X	X
	Listing on Website	X	X	X	X
	Inclusion in all E-Communications	X	X	X	X
Tickets to Event		20	15	10	5
VIP Tables		2	1		

### Underwriting Opportunities

		Tickets to Event
BBQ Buffet	\$5,000	10
Live Band	\$4,000	8
Décor	\$3,000	6
Mechanical Bulls	\$2,500	5
Jockey Sponsor for Bull Riding	\$2,000	4
Bar	\$2,000	4
Dessert	\$1,500	3
Event Program	\$1,000	2

**Silent Auction Items valued at \$500 or more are also appreciated!**

For more information call (626) 574-6622 or email [Imandella@carma4horses.org](mailto:Imandella@carma4horses.org)



# THANKS, PARDNER!

*We surely appreciate your support*

## Sponsor Registration

Company or Name: \_\_\_\_\_

Main Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Circle One Sponsor Level

Platinum (\$25,000)

Trail Boss (\$10,000)

Wrangler (\$5,000)

Cowboy (\$2,500)

### Underwriting Level

BBQ Buffet (\$5,000)

Live Band (\$4,000)

Décor (\$3,000)

Mechanical Bulls (\$2,500)

Jockey Tickets (\$2,000)

Bar (\$2,000)

Dessert (\$1,500)

Event Program (\$1,000)

Please mail this form along with a check to:

CARMA  
c/o Santa Anita Park  
P.O. Box 60014  
Arcadia, CA 91066

Or Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Zip code of billing address: \_\_\_\_\_

Or Donate on-line at [www.carma4horses.org/make-a-donation](http://www.carma4horses.org/make-a-donation)  
Please indicate sponsorship for CARMAcares Hoedown for Horses

***We are sincerely grateful  
to all of our sponsors over  
the years. Our mission  
depends on the generosity  
of these contributors and  
to our tireless volunteers  
that always support us.***



***Past CARMACares Sponsors***

*Santa Anita Park  
Del Mar Thoroughbred Club  
Bob & Jill Baffert  
Madeline Auerbach  
Liberty Road Stables  
Branjam Stables  
Little Red Feather Cares  
Jay Em Ess Stable  
The Pamplermousse Grille  
Rick & Marcia Gold  
Mr. & Mrs. Paul Reddam  
Jane & Burt Bacharach  
Oakmont Ranch/Gary Broad  
KC Horse Transport  
Purple Shamrock Racing  
CTBA  
Harris Farms  
Jim & Janet Rome  
Legacy Ranch  
Kretz Racing  
TVG  
Rancho San Miguel  
DRF  
Mike Pegram  
Hill n' Dale Farm  
CTT  
Gainsway Farm  
Havens Bloodstock Agency  
Narvick International Inc.  
Bruce Chandler Racing  
Double JH Stables  
David Bienstock  
Westrux International  
Chuck Winner  
Maureen Richardson, CFP  
Von Bluecher, Blea & Hunkin Inc.  
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Gary Stevens  
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