

PORCH PARTY SPONSORSHIPS

The Porch Party is one of the fundraising initiatives that make up the **Spring Forward Support Drive**, which also highlights Mental Health Awareness Month. Funds raised from this event will support several Red Horse programs in many ways, including: H.E.Y. Horses Empowering Youth, Horses for Hospitality, & Herd Support.

More info at www.redhorse.red/springforward

The Red Horse Porch Party is an outdoor event with art, live music, horses, food and drink. We have herd visits with our horses available in the early afternoon, along with collaborative art stations, spring weather and fresh air. We'll be serving food from Farmhouse Deli, and beer and wine from local producers. We'll have our Artful Auction where you can bid on local art, gift card bundles and wonderful travel experiences. Live music from the Red Horse Ramblers, Great Lakes Brass, & the Max Lockwood Band. Herd visits and family hours begin at 2 pm. The live music kicks off at 5 pm.

Event Sponsor: \$500

Logos on website, fliers, posters, emails, social media ads and shout outs, and a combined sponsor sign on-site.

Category Sponsors: \$1,000 (Stage, Herd, Art, Bar)

All of the Event Sponsor benefits, plus a single-sponsor thank you sign at the category location & extra special shout-outs.

Auction Donor/Sponsor: (In-kind)

Auction-item donations greater than \$500 in value will receive logo recognition on an Auction Donor sign and social media shout-outs.

RED HORSE
PORCH PARTY
SPRING FUNDRAISER 2024
SATURDAY, MAY 25TH

HORSES ← Herd Visits 2-5 pm

Collaborative Art Artful Auction **ART**

FOOD (included) TACO BAR BY FARMHOUSE DELI & PANTRY

LOCAL BEER, WINE & N/A **DRINK**

LIVE MUSIC
5 PM: RED HORSE RAMBLERS
6:30 PM GREAT LAKES BRASS JOIN THE HERD PARADE!
8:30 PM
MAX LOCKWOOD BAND

RED HORSE
6169 122nd Ave.
Fennville, MI
redhorse.red/porch

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SPONSORSHIPS AVAILABLE

REDHORSE.RED/PORCH

*200 + guests, thousands of impressions
& immeasurable goodwill!*

**More information, sponsor
signup and auction donation
available at redhorse.red/porch
or email fred@redhorse.red**

4/15: Print Deadline for posters
5/1: Auction Deadline

2024 SPONSORSHIP



Annual and Program sponsorships help Red Horse Center continue to provide equitable access to mental health and personal wellness programs. Sponsorships also help us spread the word in our community, showcasing collaborative partners and important community businesses. Our 2024 sponsorship structure is below. Businesses can choose one or more sponsorship that are a good fit. Program opportunities often develop throughout the year.

2024 RED HORSE ANNUAL COMMUNITY SPONSORS

SPONSORS WITH ANNUAL COMMITMENTS OVER \$1,500

- CONTINUAL PRESENCE ON PRIMARY WEB FOOTER
- CONTINUAL PRESENCE ON EMAIL FOOTER
- LOGO PRESENCE AT ALL EVENTS/PROGRAMS
 - (On Red Horse Materials, not necessarily Event materials)
- SOCIAL MEDIA tags, mentions and posts

2024 RED HORSE PROGRAM SPONSORS

- PROGRAM WEB FOOTER (ROTATES BY PROGRAM)
- PRESENCE ON PROGRAM-RELEVANT EMAILS
- LOGO PRESENCE AT EVENT OR PROGRAM MATERIALS
- OTHER EVENT-SPECIFIC DETAILS APPLY

PROGRAMS AVAILABLE (& MORE)

- 2023-24: HEY HORSES EMPOWERING YOUTH
 - FENNVILLE, ALLEGAN & MORE
- 2024 HERD SUPPORT
- SEEN THROUGH HORSES/SPRING SUPPORT DRIVE
- GIVING TUESDAY/FALL SUPPORT DRIVE

EVENTS:

- 2.13.24: SAUGATUCK SECOND LINE
- 5.25.24: PORCH PARTY
- 6/19 HOUSE CONCERT SERIES
- 6.24 LISTENING TO HORSES

\$500 PER PROGRAM (PER SPONSOR) (DETAILS MAY VARY)

THANK YOU TO OUR COMMUNITY SPONSORS



An example of fixed community sponsor footer

redhorse.red/sponsorship

THANK YOU PROGRAM SPONSORS : HEY! FENNVILLE



An example of rotating program sponsor footers

THANK YOU PROGRAM SPONSORS : PORCH PARTY



EQUITABLE ACCESS TO SERVICES

- Fennville Schools
 - Two successful pilot programs
 - Critical Incident response
- Herd Meditations
- Variable Pricing for all programs
 - (Green Bottle approach to services)

PROGRAMS & SERVICES

- Healing Culture (Trauma-Informed)
- Thrive Retreats
- Story Circles
 - (Community Support)
- Herd Leadership
- Team Retreats
- Mental Health Support
- Online Learning Center

CAPACITY

- New Programs
- Online Learning Center
- Giving Team Education
- Volunteer Training

HERD CARE

- Chiropractic Sessions
- Joint Supplements
- Specialized Feed
- Veterinary Care
- Hay
- Ferrier/Hoof Care
- Elder & injury care

COMMUNITY IMPACT

- > 100 Session hours donated
- 4 Retreats donated to nonprofits
- > 25 Volunteers Engaged
- Community Support Groups

Red Horse has continued to develop programs within its equine-assisted services. Two pilot programs were successfully implemented with Fennville Middle and High Schools, while also participating in a critical incident response.

Red Horse has also progressed in their advocating for trauma-informed principles in workplace culture, facilitation skills, and service culture, through their Healing Culture workshop now available as a self-guided online course.

Red Horse continues to support equitable access to mental health support, and personal and professional development through variable pricing and no-cost services.

"...the time at Red Horse gave me the opportunity to share my own experiences and receive support and care. I wholeheartedly recommend Red Horse to others in our community as the staff of Red Horse are very welcoming and compassionate. They work hard to create a comfortable and safe space for each person to receive support."

THANK YOU TO OUR COMMUNITY SPONSORS

THE SOUTHERNER

FENN VALLEY VINEYARDS & WINE CELLAR

FARMHOUSE

CRANE'S WINERY

MODALES

Waypost BREWING CO.

blacklabfive