



Annual Fundraising Event to Benefit Healthy Start SWFL

Dear Friend of Healthy Start:

The Annual Boots and Bling event is fast approaching on May 6, 2017 located at Florida SouthWestern State College and this year we have added horse races!

We need YOU! Please be a Horse Race Sponsor in 2017, **or donate an item for the auction** and games! The horses will be a very fun part of our event built around our sponsors. Your horse will be decorated to represent your business or organization and will "race" against other area sponsors. Guests will bet on their favorites and vote for "Best-Dressed" animals. "Best-Hat" for the ladies will also be voted on. Guests will cheer your horse's progress and you will build recognition in our community for being a supporter who helps ensure every baby has a chance at a healthy start . . . because a healthy start lasts a lifetime!

Bonus: Those who send in their form (\$500+ level sponsorship) and payment by March 31, 2017, can get one extra ticket to the races at no charge!

Please act now and contact me with any questions!

Thank you,

Cathy Timuta
Executive Director

Healthy Start Southwest Florida is a non-profit, 501 (c) (3) serving **Collier**, Glades, Hendry, and Lee Counties. We provide education and support to new parents and families with young children. We help ensure families have access to needed medical care, parenting, health education, developmental screenings, and other services to help give their child a Healthy Start in life.

Last year, **Healthy Start served more than 14,000** pregnant women, babies and young children who were at higher risk for poor health outcomes. More than **95 cents of every dollar received goes to services in our local community.**



Healthy Start Coalition of Southwest Florida

1921 Jefferson Ave, Fort Myers, FL 33901 & 3055 Tamiami Trail North, Naples, FL 34103 (inside First Citizen's Bank)

Main Number: (239) 425-6920

Customer Service (800) 883-1959

Fax: (239) 425-6921



Annual Fundraising Event to Benefit Healthy Start SWFL

Saturday, May 6, 2017 5:30PM – 8:30PM

Florida SouthWestern State College; 8099 College Pkwy; Fort Myers
(FSW Pkwy & Buccaneer Blvd; Building U; Parking Lot 6)

The fun-filled evening will include a BBQ dinner, complimentary beer & wine, music, dancing, games, auction, and NEW THIS YEAR... Horse Races!

Horse Race SPONSOR Opportunities

All sponsor levels receive the following acknowledgements:

- Company logo and name will be featured on all event promotional material (including print and electronic media) from the time the sponsorship agreement is signed
- Company logo will appear on the Healthy Start Southwest Florida website
- Company logo and name featured on signage at the event venue

In addition, to the above acknowledgements, sponsors at the different levels will receive:

Ω Arabian Sponsors ~ \$5,000+

Ten (10) complimentary tickets to the event, VIP seating with signage, full page ad in the program, opportunity for 1 minute presentation, a “Celebrity Dice Thrower” position, access to a design consultant for your horse, and your horse in the races.

Ω American Quarter Horse Sponsors ~ \$3,000

Eight (8) complimentary tickets to the event, full page ad in the program, a “Celebrity Dice Thrower” position, access to a design consultant for your horse, and your horse in the races.

Ω Paint Sponsors ~ \$2,000

Six (6) complimentary tickets to the event, a half page ad in the program, a “Celebrity Dice Thrower” position, and your horse in the races.

Ω Thoroughbred Sponsors ~ \$1,000

Four (4) complimentary tickets to the event, a half page ad in the program, and your horse in the races.

Ω Appaloosa Sponsors ~ \$500

Two (2) complimentary tickets to the event, a business card sized ad in the program, and your horse in the races.

Ω Saddle Up Sponsors ~ \$250

A business card sized ad in the program, and your horse in the races.



What Must I DO and KNOW as a Sponsor?

1. **Horse:** If I am a new sponsor, I will pick up a wooden horse figure at the Healthy Start Coalition of Southwest Florida office at 1921 Jefferson Avenue, Fort Myers. I will use creativity to decorate my horse to represent my business or organization. The wooden horse figure is approx. 3 feet x 3 feet.
2. **Best Dressed:** I can put “freebies” on the horse (securely). I may win “Best Dressed” horse for this event (and all the glories that go with that honor). I can “help” myself win “Best Dressed” horse, as we are allowed to “stuff the ballot box” with cash and checks (each dollar counts as one vote). You may collect “vote money” before the event from friends, family, and customers!
3. **Tickets:** Sponsors are encouraged to bring guests to this event. A designated number of tickets comes with your sponsorship (see above). You may purchase additional tickets at www.HealthyStartBaby.org. This is a great team-building event and is lots of fun!
4. **Week before the event:** Please deliver your horse to Healthy Start the week before the event, and no later than April 29 at noon.
5. **Event Day**
Best Dressed: Horses will be on display for “best dressed” voting at the event.

Racing: You may bet on your favorites in each race at bet stations. You must use funny money which will be available at our exchange table. The race schedule will be in the program.

After Event: The event is usually over by 9:00 p.m. The horses will go back to Healthy Start.



Yes! Enclosed is our sponsorship in the amount of \$_____

Payable to Healthy Start Coalition of Southwest Florida

Contact Name	
Contact Title:	
Organization/Business Name:	
Address Line One:	
Address Line Two:	
City	
State	
Zip	
Business Phone:	
Email Address:	

Signature: X _____ Date: _____

Print Name _____

- Payment is required as follows:
- A 50% non-refundable check payable to “HEALTHY START of SOUTHWEST FLORIDA” due upon signature and the balance one week before the event.
- Please note: Credit Card payments attract a 3% fee, but can be made securely on our website at www.HealthyStartBaby.org.

Please send this sponsorship application form to:



Healthy Start Southwest Florida
 Attn: Boots & Bling
 1921 Jefferson Avenue, Fort Myers, FL 33901
 Phone: 239-425-6920 Fax: 239-425-6921
 Email: Theresa@HealthyStartBaby.org
 Tax I.D. # 65-0378720

Please send an electronic, high-resolution copy of your company logo to: Theresa@HealthyStartBaby.org