

2018 SPONSORSHIP



HORSELINK

Life-altering Connections

HorseLink provides:

- *Renewed purpose and a loving, permanent home to horses in need*
- *Equine-assisted learning programs (for people) to act as a catalyst for self-discovery and empowerment*

Our Vision:

- *A world that appreciates and benefits from the horse-human relationship*

HorseLink provides sanctuary and renewed purpose to retired competition horses and a place of healing and growth for people. The innovative breakthrough model at HorseLink promotes dramatic improvement that is designed around each participant's needs. We believe that reestablishing the age-old bond between humans and horses can be both restorative and deeply rewarding.

THE PEOPLE WE SERVE

People of all different ages and backgrounds come to HorseLink for different reasons. Many have experienced a recent loss: a loved one, a marriage, their health, or a way of life. They are not “broken,” nor are they necessarily “horse people.” Rather, they are individuals in transition who seek to reconnect with themselves and others through equine-assisted programs emphasizing empowerment, self-awareness, and acceptance.

THE HORSES WE SERVE

When horses can no longer perform as athletes, compete, or do the job they were intended to do, they are at risk. The owner may perceive these horses as a financial burden without value. Such situations can lead to unpleasant outcomes including slaughterhouse, abandonment, and neglect. Since horses are accustomed to stimulation and human companionship, horses that are deprived of this contact will not thrive. HorseLink has redefined the scope of horse retirement. We provide a loving home, veterinary care, and most importantly, enrichment and purpose to these devoted and intelligent animals for the remainder of their lives. These horses then become “priceless” to the people they help to regain connection, trust, and peace in their lives.

EQUINE-ASSISTED PROGRAMS

Equine-Assisted Learning & Therapy programs provide a unique and powerful experience to help people overcome challenges, heal and grow emotionally, and improve relationships through trust and connection.

HORSELINK FOR VETERANS

This program is focused on helping veterans with PTSD and their families reconnect and readjust after serving. HorseLink for Veterans provides a safe space for Veterans as they work in nature alongside other Veterans and explore past trauma and current stress as they acclimate to home life.



HORSE POWER

HorsePower is designed for those who have experienced a traumatic life-event or loss. Participants learn to deal with deeply challenging states and the accompanying symptoms (such as anxiety, grief, depression, etc.), reengage with life, and find well-being and peace.

When you make a tax-deductible gift to HorseLink, your donation does double duty. It helps provide sanctuary, continuing care, and purpose to horses after their competitive lives are done. This, in turn, enables us to help people in need—using horses' healing combination of patience, strength, and total acceptance.

HORSELINK IMPACT: YOUR INVESTMENT

You might think that one person's contribution—even one company's—doesn't matter much in the grand scheme of things. But to us at HorseLink, we know it has the power to change lives, bringing top-quality care and innovative programs to the horses and people we serve. As a young organization (we were granted nonprofit status in 2014), we're good at keeping our overhead low and making each dollar count. But perhaps the biggest reason your contribution is so important is the dual mission of HorseLink itself.



HORSELINK 2017–2018 HIGHLIGHTS:

- *15 horses retired, 4 horses on the waiting list*
- *HorseLink for Veterans and Horse Power offered at no cost to people in need*
- *Over 100 participants have graduated from one of our many programs*
- *Launch of Advanced Programs for Veterans, trauma survivors, and cancer patients and survivors*



Sunday, October 28, 2018

at Live Oak Brewery

3:00–6:00 pm

Food • Drink • Live Band • Games • Activities

Saddle Up Austin!™ is HorseLink's unique and festive annual benefit. This family-friendly event is a good old-fashioned lawn party with music, food, and fun.

This year's event will feature a live band, delicious food, visiting with members of the Austin Mounted Patrol and their horses, face painting and arts and crafts for kids, exciting games of chance for adults, and various options of wine, beer, and cocktails. Food and beverages are included in the ticket price.

The newly completed Live Oak Brewery and Biergarten provides an idyllic setting with seating under the giant live oak trees.

Proceeds from Saddle Up Austin!™ will benefit the programs of HorseLink.

From Horse Power

It's difficult to find an adjective strong enough to convey the effect this program had on me, but words like profound and transformative come to mind. I would 100% recommend this program to anyone. I am quite sure I will remember this all of my life." —C.E.

SPONSORSHIPS

Highlight your company and show Austin you care. 200+ people will come face to face with impressions of your brand in combination with those who will experience your brand on our event page, website, and social media and traditional media outlets.

SPONSORSHIP LEVELS & BENEFITS:

Kentucky Derby Sponsor: \$3000

- 1 (one) team building *Equine-Learning Experience* exclusively for your company at the HorseLink farm
- Plus all of the Preakness Stakes Sponsor benefits

Preakness Stakes Sponsor: \$2000

- 1 (one) Saddle Up Austin!™ VIP table (for 8 guests), logo and name recognition (website, event signage, and social media) plus 200+ attendees experience in-person impressions of your brand
- Plus all of the Belmont Stakes benefits

Belmont Stakes Sponsor: \$1000

- 6 Saddle Up Austin!™ tickets, a reserved cocktail table with logo and name recognition (website, event signage, and social media) plus 200+ attendees experience in-person impressions of your brand
- Special acknowledgement in HorseLink newsletter (400+ subscribers), on HorseLink website, and on social media channels (800+ combined followers on Facebook, Twitter, and Instagram)
- Opportunities for media recognition

From HorseLink for Veterans

"I left with the belief I can feel again. I don't know all of the ways I will use what I learned today yet, but I know I can mend relationships with family. I learned I had a lot of guilt, but I think I can let it go" —A.S.

"This program works and it's OK to tap into your emotions. THANK YOU!" —Angel

2018 SPONSORSHIP FORM

Yes! I/We want to help better the lives of both people and horses in need as a:

\$3000 Kentucky Derby Sponsor

\$2000 Preakness Stakes Sponsor

\$1000 Belmont Stakes Sponsor

Company or Individual *(Please write name it as you would like it to appear in donor recognition)*

Contact Name and Title

Address

City

State

Zip

Email

Signature

Date

Please check below if you would like more information on ways to get involved with HorseLink.

Volunteering

HorseLink for Veterans

Horse Power

Horse Retirement

Facilitator Training (starting fall 2018)

HorseLink

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HORSELINK