

A NIGHT AT THE Races

**PARTNERSHIP
PROSPECTUS**
2021



CommunityTAB



ABOUT HORSEPOWER AUSTRALIA

HorsePower Australia (HorsePower) is a community based charitable organisation servicing individuals with diverse abilities across the state of Western Australia.

There is an opportunity for everyone at HorsePower, whether it is a child diagnosed with autism, cerebral palsy or Down syndrome; a young teen struggling with emotional stress or from the effects of abuse; an adult recovering from a stroke, decreased muscle tone or dementia. HorsePower helps to build and focus on individuals' abilities, rather than disabilities by providing high-quality equine assisted programs adapted to their needs.

For over forty-eight years HorsePower has strived to nurture not only our participant's physical health, but their mental and spiritual health as well. Our equine assisted services are far more than a mere pony ride. Through working with the horse as a partner and modality, our services produce tangible physical, psychological, cognitive, social and educational benefits. We witness the profound life enhancing benefits of equine assisted services every day, and invite you to experience them yourself.

HorsePower relies on the kindness of others to provide our service to those in need within our community. Medical professionals are increasingly recognising that there are significant physical and mental health benefits to being involved with horses and being active within your community.

It takes team work to make the life changing work at HorsePower happen. HorsePower brings together an impressive combination of volunteers, donors, staff and horses to serve the adaptive and varied needs of our community.

Our 13 affiliated member centres are primarily run by volunteers (96%) with some employing paid staff. Positions vary according to the operational needs and available resources of each centre.

We are very excited about some of the bespoke partnership opportunities we are creating and we hope that you can join us in the life-changing journey for our participants and volunteers with diverse needs and abilities. Join us to celebrate and enjoy the company of old and new friends and share in life's best moments filled with kindness and friendship.



1/3

of the West Australian Community is affected by Disability

1 in 5

West Australian's have a disability.



98.5%

of West Australian's with a disability are currently not enrolled in adaptive sport or recreation programs

ABOUT THE EVENT

When:	Gala Charity Dinner: 11th September 2021, 6.30pm - Midnight
Where:	Ascot Racecourse 70 Grandstand Road, Ascot WA
Cost:	\$200 individual \$2000 table of 10 \$2500 Corporate Hero Table
Attendance:	250 - 300
Audience:	Key decision makers in the local area, dignitaries, owners and employees of local small businesses, corporates and enterprises looking for a networking opportunity. Residents and racing enthusiasts wanting a unique night out on the town with friends and/or family while supporting a great cause.

The 'Night at the Races Charity Dinner' is HorsePower Australia's annual signature event where people from all walks of life - residents, businesses, community organisations and members of Parliament can come together and enjoy an evening of glitz and glamour at the races.

The night is a wonderful opportunity to network with likeminded locals and enjoy an evening of live and silent auctions, mystery wines, televised horse races with sweepstakes, a HorsePower participant guest speaker, a 3 course dining experience with drinks and the much anticipated final race of the night - The HorsePower Cup. It is a jam packed evening of fun and fundraising.

Now in its 6th year Night at the Races Charity Dinners are an amazing night that can be enjoyed with family, friends and colleagues or a fabulous opportunity to showcase your brand and entertain clients, all this whilst supporting HorsePower Australia, a WA charity to raise much needed funds helping to transform the lives of children, young people and adults with disabilities, emotional and social challenges and discover the power of horses in developing abilities and enriching lives.

Sponsorship opportunities for the 2021 Night at the Races close on 30th August 2021.



SPONSORSHIP BENEFITS

Night at the Races combines the adrenaline of horse racing with raising funds to transform lives. Aligning your business with the 2021 HorsePower Australia brand and our Night at the Races Charity Dinner will provide your company with an opportunity to:

1. Promote your company / organisation

Night at the Races Charity Dinner is a great opportunity to increase your company's visibility within the WA business community. With more than 250 guests from across the state, the yearly event is not to be missed.

2. Invite your clients for a night of fun

Another advantage of being a partner of 'Night at the Races' Charity Dinner, is to relate your company brand with a unique fun filled event. It is also an excellent business development opportunity. Each year more and more companies sponsor their own table(s) and bring their clients out for a night of entertainment.

3. Support a local West Australian charity

We are proud of our longstanding commitment to the West Australian community and the fact that our organisation is still largely run by volunteers (96%). 'Night at the Races' Charity Dinner is a great way to show your support and make a positive difference to the WA community.

LEVELS OF INVESTMENT

Presenting: \$8,000

Auction: \$3,000


Pre-Dinner Drinks: \$2,500

Race Partner: \$3,000


Corporate Hero: \$2,500

Bookies: \$3,000

Photo Finish: \$2,500



Take your corporate social responsibility program on the ride of a lifetime.



Become a HorsePower sponsor or workplace giving and volunteering partner.

horsepower.org.au

PRESENTING PARTNER

\$8,000 plus GST

Together we can transform lives

We are offering the unique opportunity to partner with HorsePower Australia's Night at the Races Charity Dinner as Presenting Partner.

Marketing and Promotion

- Event presenting rights to the HorsePower Australia Night at the Races. e.g. proudly presented by "Your Company"
- Static Banner, Logo and website link on the Night at the Races page of HorsePower Australia's website with company profile.
- Logo on all event marketing collateral, including all printed and electronic material
- 10 social media posts, static or video leading into the event and post the event.
- Full page editorial and advertisement in HorsePower Australia 'Round Up' newsletter.

Event Night

- One table (10 seats) of VIP, front and centre seating
- Your corporate table branded with your name and logo
- Up to one minute video or static advertisement rotating on screens throughout event.
- High profile presence at the dinner with primary branding opportunities including:
 - Logo on seating plans displayed in pre-dinner drinks area.
 - Static pop up banners displayed in prominent places throughout the venue (banners supplied by sponsor).
 - Double page, full colour feature in our race book distributed to all attendees to promote your business.
- Welcome acknowledgement by Master of Ceremonies
- Presenting partner rights to Race 9 the HorsePower Cup.
 - Logo on all sweepstake tickets for that race.
 - Representative of the company invited to present the Cup to the winner and prizes to the runners-up.
 - Opportunity to include company branded merchandise in prizes (company to provide branded items).

Post Event

- Acknowledgement of support of the HorsePower Australia Night at the Races in all media releases
- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event
- Exclusive access to partnership opportunities for future years prior to the release of the partnership prospectus.
- Option to host an Unbridled Leadership Day at a HorsePower Australia Centre. This is a corporate wellbeing program with your team undertaking a variety of activities to improve their health and wellbeing as well as encourage team building.

AUCTION PARTNER

\$3,000 plus GST

Take a punt

We are seeking a corporate partner to help support the running of our charity auctions at HorsePower Australia's Night at the Races Charity Dinner.

Marketing and Promotion

- Logo and website link on the Night at the Races page of HorsePower Australia's website with company profile.
- Logo on all event marketing collateral, including all printed and electronic material, acknowledging you as the charity auction sponsor.
- 6 social media posts leading into the event and post the event.
- Full page editorial or advertisement in HorsePower Australia 'Round Up' newsletter.

Event Night

- Four seats on a prominent table in a prime location at the event
- Option to display corporate signage in the silent auction area utilised throughout the event.
- Acknowledged as the Charity Auction Partner during the night by the Master of Ceremonies.
- Logo or static advertisement prominently and regularly displayed on screen throughout the event
- Full page, full colour feature in our race book distributed to all attendees to promote your business.
- Logo featured on Silent Auction application utilised by guests on the night

Post Event

- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event
- Exclusive access to partnership opportunities for future years prior to the release of the partnership prospectus.

PRE-DINNER DRINKS PARTNER

\$2,500 plus GST

Help get things ready at the starting gate

We are seeking a corporate partner to help get the night started.

Marketing and Promotion

- Logo and website link on the Night at the Races page of HorsePower Australia's website with company profile.
- Logo on all event marketing collateral, including all printed and electronic material, acknowledging you as the pre-dinner drinks partner.
- 4 social media posts leading into the event and post the event.
- Half page editorial or advertisement in HorsePower Australia 'Round Up' newsletter.

Event Night

- Two seats on a prominent table in a prime location at the event
- Branding in the pre-dinner drinks comes with the opportunity to dress the area with own company pop up banners and marketing material.
- Acknowledged as the Pre-dinner drinks partner during the welcome speech in the pre-dinner drinks area.
- Opportunity for company representative to present our Night at the Races Ambassador with their special thank you gift.
- Logo or static advertisement prominently and regularly displayed on screen throughout the event
- Full page, full colour feature in our race book distributed to all attendees to promote your business.

Post Event

- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event
- Exclusive access to partnership opportunities for future years prior to the release of the partnership prospectus.

RACE PARTNER

\$3,000 plus GST (Eight only)

Elevate your Night at the Races experience.

We are seeking corporate partners for each of the eight standard races run on the night. This is your chance to really experience the thrill of a Night at the Races.

Marketing and Promotion

- Logo and website link on the Night at the Races page of HorsePower Australia's website with company profile.
- 4 social media posts leading into the event and post the event.
- Quarter page editorial or advertisement in HorsePower Australia 'Round Up' newsletter.

Event Night

- One Table (10 seats)
- Naming rights to one (1) of the Races on the night E.g. Your Company Stakes.
- Naming rights to two (2) horses in any of the eight (8) standard races run on the night.
- Company logo on all sweepstake tickets for your sponsored race
- Company name, logo and website address featured in event race book on your sponsored race page.
- Logo or static advertisement prominently and regularly displayed on screen throughout the event and just before your race runs
- Your corporate table branded with your name and logo

Post Event

- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event
- Exclusive access to partnership opportunities for future years prior to the release of the partnership prospectus.

HORSEPOWER CORPORATE HERO

\$2,500 plus GST

Buying a corporate table, make it a night to remember for your guests.

Marketing and Promotion

- Logo and website link on the Night at the Races page of HorsePower Australia's website.
- Acknowledged as a HorsePower Corporate Hero on website.
- two (2) social media posts leading into the event and post the event.
- Business card advertisement in HorsePower Australia 'Round Up' newsletter.

Event Night

- One Table (10 seats)
- Naming rights to two (2) horses in any of the eight (8) standard races run on the night.
- Company name, logo and website address featured in event race book as a HorsePower Corporate Hero.
- Logo regularly displayed on screen throughout the event as a HorsePower Corporate Hero
- Your corporate table branded with your name and logo

Post Event

- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event
- Exclusive access to partnership opportunities for future years prior to the release of the partnership prospectus.

BOOKIES PARTNER

\$3,000 plus GST

Marketing and Promotion

- Logo and website link on the Night at the Races page of HorsePower Australia's website.
- Acknowledged as the Bookies Partner on all event marketing collateral, including all printed and electronic material,
- Six (6) social media posts leading into the event and post the event.
- Full page editorial or advertisement in HorsePower Australia 'Round Up' newsletter.
- Logo featured on all sweepstakes tickets, co-branded with Race Sponsors for each race.

Event Night

- Six seats on a prominent table in a prime location at the event
- Opportunity for branding on all bookies stands
- Logo or static advertisement prominently and regularly displayed on screen throughout the event
- Full page, full colour feature in our race book distributed to all attendees to promote your business.
- Opportunity to provide company hats for six (6) bookies to wear on the night.

Post Event

- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event
- Exclusive access to partnership opportunities for future years prior to the release of the partnership prospectus.

PHOTO FINISH PARTNER

\$2,500 plus GST

Are you ready for your close up?

We are seeking a corporate partner to help create and share the atmosphere of Night at the Races.

Marketing and Promotion

- Logo and website link on the Night at the Races page of HorsePower Australia's website.
- Acknowledged as the Photo Finish Partner on all event marketing collateral, including all printed and electronic material,
- Three (3) social media posts leading into the event and post the event.
- Half page editorial or advertisement in HorsePower Australia 'Round Up' newsletter.

Event Night

- Two (2) seats on a prominent table in a prime location at the event
- Opportunity for branding in the photo finish area including the opportunity to work with our event stylists to create a photo finish look
- Opportunity for company logo to be incorporated into an art installation on the night.
- Logo or static advertisement prominently and regularly displayed on screen throughout the event
- Full page, full colour feature in our race book distributed to all attendees to promote your business.

Post Event

- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event
- Exclusive access to partnership opportunities for future years prior to the release of the partnership prospectus.

CASH OR GIFT DONATIONS FOR CHARITY AUCTIONS & PRIZES

HorsePower Australia gratefully accepts cash, product or service donations, which will be used in our Charity Auctions on the night.

- Logo recognition in event race book and on screen.
- Two (2) social media posts about your donation, featuring your company's product or services. in the lead up to and following the event.
- Acknowledgement and company information displayed on the Night at the Races website page and social event page until the 2022 event.

SOCIA MEDIA POSTS

Social media posts about partnerships and posts featuring your company's products or services are available. This campaign will run for the 6 weeks prior to the event.
\$100 per boosted (seven day post.)

ADVERTISING IN RACE BOOK

Full Page Colour - \$250+GST
Half Page Colour - \$125+GST
Quarter Page Colour - \$70+GST

WILL YOU JOIN US?

Date: Saturday 11th September 2021
Time: 6.30pm - Midnight
Venue: Ascot Racecourse, 71 Grandstand Road, Ascot WA
Dress: Racing Finest
Tickets: Available at www.eventbrite.com.au/e/161744759931

APPLICATION TO PARTNER NIGHT AT THE RACES

To register your interest in partnering with HorsePower Australia's Night at the Races or if you have any queries, please contact Kelly Mansfield, HorsePower Australia's Executive Officer at Kelly.mansfield@horsepower.org.au or on 0499 606 238.

Tailored packages maybe considered so please contact us to discuss further.

MEET OUR 2021 NIGHT AT THE RACES AMBASADOR

Skyla May is a two and a half year old girl who was diagnosed with Prader-Willi syndrome in utero. Prader-Willi syndrome (PWS) is a genetic disorder that occurs in approximately one out of every 15,000 births. Infants with PWS are hypotonic or "floppy", with very low muscle tone. A weak cry and poor suck reflex are typical. Babies with PWS usually are unable to breastfeed and frequently require tube feeding. These infants may suffer from "failure to thrive" if feeding difficulties are not carefully monitored and treated




*"Skyla entered the world so silently. No cry, no squeal, no sound at all. She was so floppy with arms and legs dropping like a rag doll and eyes closed."
(Skyla's Mum)*


At the beginning of 2021 Skyla was referred for occupational therapy utilising hippotherapy to improve her motor skills due to developmental delay as a result of her diagnosis. In the last five (5) months Skyla has made rapid gains in her strength, balance and movement skills, needing gradually less support to remain stable. Hear more about Skyla's journey and how working in partnership with the horses in her therapy program is helping her reach developmental milestones and life skills that are transforming her life.

A NIGHT AT THE Races

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