

## **Inaugural Florida Thoroughbred Transformation Exposition**

March 24-26, 2017

**The Florida Thoroughbred Transformation Expo** is presented by the charitable organization *Run For The Ribbons Inc.* who dedicates themselves to providing off-track Thoroughbreds (OTTB) the foundation needed to ensure a smooth transition into their next career and home. The FL TB Transformation Expo will be held on March 24-26, 2017 at the Florida Horse Park in Ocala, Florida. It will feature competition in 8 disciplines composed of OTTB's within two years of their racing or race training retirement, as well as, A Celebration of Thoroughbreds, a variety show of seasoned OTTB'S! Expo events will also include a vendor fair, educational seminars, and award ceremonies.

### **Mission and Goals of Expo**

Run for the Ribbons Inc. hopes that the FL TB Transformation Expo will increase the demand of Thoroughbreds and encourage people to take on a "project horse", because we know how versatile, intelligent, and honest a Thoroughbred is. We intend to educate the community on the versatility of the Thoroughbred breed. We also want to encourage the community and the Thoroughbred racing industry to further support our efforts, as well as other charitable organizations in Florida who also dedicate their time and resources to positively impact the lives of these horses. We hope to be able to offer over \$30,000 in prize money at this event, which will attract many great riders in each discipline. Run for the Ribbons Inc. realizes that horse racing and Thoroughbred sales are a vital part in Florida's economy, producing more than 2,000 Thoroughbred foals every year. Our goal is to create an outlet for the horses post racing. We also hope to encourage post-racetrack owners and trainers to pave the road to successful futures for these transformation horses through proper training techniques and strong foundations. We anticipate over 100 horses, and aspire to have the FL TB Transformation Expo be the biggest and most anticipated OTTB annual event in Florida, proudly showcasing the many talents of Thoroughbreds and increasing their marketability in the Southeast. FL TB Transformation Expo will strive to provide a competitive, educational and fun environment to celebrate the Thoroughbred breeds that we love.

### **Why Support Us?**

Run for the Ribbons Inc. was founded just 2 ½ years ago; and what started as just a dream of founder Laurine Fuller-Vargas, has turned into a well known and loved horse show series and OTTB aftercare organization by many throughout Florida and surrounding states. Our horse show numbers are impressive in such a short amount of time. We have had over 100 different horses and riders compete in the show series and we have over 1200 Facebook followers and countless connections in the current racing industry. There is an obvious desire for OTTB shows such as ours, here in Florida. As a Thoroughbred owner/trainer/breeder herself Laurine and her team at RFTR realizes the challenges faced by retiring racehorses and the racing industry, and knows that their efforts are making a difference. The support of fellow horsemen and Thoroughbred lovers is crucial to continuing and improving these efforts. This event will be a huge step forward for Florida, especially Marion County in furthering the safe retirement of Thoroughbred racehorses. With the backing of our community and partnerships with local businesses this event can be exactly the quality event we are striving for! With just a small group of community support, Run for the Ribbons Inc., has already come so far in just 2 years. Imagine how much could be accomplished if we work together to put on such an extravagant event? It may even exceed our expectations of 100 participants for the first year! You don't want to miss out on your chance to be a part of it, and to help us continue in our Thoroughbred aftercare efforts.

### **Live Video Broadcast**

We've recently added plans to live stream our event online, in partnership with EQTV Network, a live video production company based in N. Central Florida. They produced the Ocala Jockey Club International 3 Day Event's Livestream and are offering us the ability to reach an estimated 50,000 online viewers. One broadcast sponsor will have naming rights on the broadcast, to include all gold level sponsor items. Commercials are also available at a rate of \$250 per airing. For sponsors who do not have commercials, EQTV has offered to produce them at a flat rate of \$600. Other sponsors may choose to add a commercial for \$200.

### **"OTTB Hero" Diamond Sponsor - \$6,000**

**By choosing this package, please know that YOU are making a HUGE impact in the lives of so many OTTB's! \$4,500 of your contribution will be the prize money for one of the 8 feature Expo disciplines for the horses & riders to compete for!**

- Naming rights to an Expo competition arena
- Title sponsor of one discipline or seminar at Expo
- Promotion and logo with link on official webpage
- Multiple mentions and recognition by event announcer
  - Social media (with logo and link) – website
- Recognition in expo videos produced by Run for the Ribbons Inc.
  - Promotional material in competitor tote bags
- 4 banners/signage in high traffic areas throughout the venue (sponsor supplies banners/signs – maximum banner size 4'x8')
  - Logo on T-shirts
- 1 full page in event program + recognition in all promotional material
  - Sponsor of 1 jump (in hunter ring)
- Spot at vendor fair to set up promotional booth

### Gold Sponsor - \$2,000

- Promotion and logo with link on official webpage
- Multiple mentions and recognition by event announcer
  - Social media (with logo and link) – website
- Recognition in expo videos produced by Run for the Ribbons Inc.
  - Promotional material in competitor tote bags
- 3 banners/signage in high traffic areas throughout the venue (sponsor supplies banners/signs – maximum banner size 4’x8’)
- 1/2 page in event program + recognition in all promotional material
  - Spot at vendor fair to set up promotional booth
  - Logo on T-shirts

### Silver - \$1,500

- Promotion and logo with link on official webpage
- Multiple mentions and recognition by event announcers
  - Social media (with logo and link) – website
- Recognition in expo videos produced by Run for the Ribbons Inc.
  - Promotional material in competitor tote bags
- 2 banners/signage in high traffic areas throughout the venue (sponsor supplies banners/signs – maximum banner size 4’x8’)
- 1/3rd page in event program
- Spot at vendor fair to set up promotional booth

### Bronze - \$1,000

- Promotion and logo with link on official webpage
- Multiple mentions and recognition by event announcer
  - Social media (with logo and link) – website
- Recognition in expo videos produced by Run for the Ribbons Inc.
  - Promotional material in competitor tote bags
- 1 banners/signage in high traffic areas throughout the venue (sponsor supplies banners/signs – maximum banner size 4’x8’)
- 1/4th page in event program + recognition in all promotional material

### Broadcast Presenting Sponsor - \$5,000

- Name included as “presented by” on live video coverage
  - Commercials in live video feeds
- Banners near camera locations to be seen in the live video feed
  - Plus All Gold Sponsor Items

### “Friends of Run for the Ribbons Inc.” - Less than \$1000

- Promotion and logo with link on official webpage
- Social media (with logo and link) – website
- recognition in official event program

Run for the Ribbons Inc., Laurine Fuller-Vargas, 14650 NW Hwy 464B, Morriston, FL 32668

Phone: (774)328-1760

Email: [runfortheribbons@gmail.com](mailto:runfortheribbons@gmail.com)

Official Website: [www.runfortheribbons.org](http://www.runfortheribbons.org) & [www.cedarlockfarm.com](http://www.cedarlockfarm.com)

**We are a 501©3 charitable organization. All contributions are tax-deductible.**

