

www.newstartstandardbreds.com

2024

Reinventing
Racehorses
Sponsorship Package

About the Organization



We are dedicated to rescuing, rehabilitating, and rehoming Standardbred horses, providing them with a second chance at a fulfilling life once their racing days are over. Our mission is to ensure these remarkable animals find caring homes and experience the love they deserve and received during their racing careers. We operate in Ontario, Canada but also run a Maritimes program that rehomes Standardbreds across the Atlantic provinces.

New Start is 100% volunteer run. Not a single person is compensated financially. Our entire team has jobs, and puts their blood, sweat, tears and the free time they have into networking and helping these horses. Our program is 100% unfunded. Every single dollar comes from donations, fundraisers and adoption fees.

About the Challenge

REINVENTING RACEHORSES

The focus of this competition challenge is to encourage the adoption and retraining of Standardbred horses by showcasing their versatility and potential in various disciplines beyond harness racing. It will also provide a platform for trainers to demonstrate their expertise in retraining Standardbreds for new careers, showcasing their training methods, communication skills, and ability to develop well-rounded equine athletes.

The ultimate goal of this challenge will be to raise awareness and educate the public about the adaptability and suitability of Standardbred horses for a wide range of equestrian disciplines, dispelling myths and misconceptions about the breed.

Our hope with this competition and with your support, we will be able to create opportunities for collaboration and knowledge-sharing among trainers, industry professionals, and enthusiasts involved in Standardbred retraining, fostering a supportive community network.

By aligning with these goals, our Reinventing Racehorses Trainer Challenge can make a significant positive impact on the welfare, perception, and future prospects of retired Standardbred racehorses.



SPONSORSHIP LEVELS

Winners Circle Package \$1,000.00 1 Available



The title sponsor's logo would be prominently displayed on all promotional materials and social media, ensuring widespread recognition. The title sponsor would receive significant mention in press releases, media interviews, and event coverage, highlighting their role as the primary supporter of the competition. The title sponsor's logo would be displayed on the competitors jackets, winner's cooler, and company name included on the trophy. Following the event, the title sponsor would continue to receive recognition in post-event communications, reports, and publications, highlighting their ongoing support for equine welfare and retraining initiatives.

HorsePower Package \$500.00 4 Available



The sponsor would be featured as the primary sponsor for a specified horse for the duration of the competition and mentioned in each horses' update training videos. The sponsor's logo would be prominently displayed on select promotional materials and social media, ensuring widespread recognition. The sponsor would receive mention in press releases and event coverage, acknowledging their support for the competition and equine welfare initiatives. Following the event, the sponsor would continue to receive recognition in post-event communications, reports, and publications, highlighting their support for equine retraining initiatives.

Reinvention Ambassador \$300.00 4 Available



The sponsor's logo would be featured on select promotional materials and social media posts. The sponsor would receive recognition in event communications, such as newsletters, emails, and program materials, thanking them for their support. The sponsor would be included in thank-you messages and acknowledgments during the event, expressing gratitude for their support. The sponsor would have the opportunity to provide promotional products or services of similar value in lieu of monetary donation.

Second Stride Package \$100.00 8 Available



The sponsor's logo would be included in select event materials and social media posts. The sponsor would be thanked and acknowledged on the event's social media channels. The sponsor would be included in thank-you messages, expressing gratitude for their support. The sponsor would have the opportunity to provide promotional products or services of similar value in lieu of monetary donation.

Thank you,