

EAGALA 2012 U.S. Conference Sponsorship Opportunities “Enriching Every Life Through Horses”

This year marks EAGALA’s 13th Annual Conference, March 21-24, 2012 in Las Vegas, Nevada. Sponsoring this conference provides tremendous exposure for your company locally and internationally throughout the year.

Since our inception in 1999 as a nonprofit organization:

- EAGALA has grown to over 3,500 members in 40 countries
- Over 8,000 individuals have attended EAGALA training courses, with over 2,000 professionals obtaining and maintaining our rigorous certification requirements
- Our annual conference is attended by approximately 400 professionals working in fields such as the horse industry, counseling, psychology, social work, marriage and family therapy, drug and alcohol counseling, professional coaching, business consultants, students and more
- Our conference brochure has a circulation of 10,000
- Our EAGALA bi-annual magazine has a circulation of 6,000
- EAGALA’s website has over 10,000 visits per month
- Over 65 EAGALA trainings are held per year globally with an average yearly attendance of 1,500+

EAGALA is the leading international nonprofit organization in the growing fields of Equine Assisted Psychotherapy (EAP) and Equine Assisted Learning (EAL) - where horses are incorporated in personal and professional development. This work helps people, families and groups around the world develop resilience and live healthier, happier lives.

Your sponsorship provides necessary support for the maintenance and growth of the exciting services we provide through EAGALA and supports our vision of every person in the world having access to this powerful and effective model of changing lives through horses.

Thank you for your support! Please contact us with any questions about our sponsorship opportunities.

Sincerely,



Lynn Thomas, LCSW
Executive Director, EAGALA

EAGALA 2012 U.S. Conference Sponsorship Opportunities
“Enriching Every Life Through Horses”

Gold Sponsor Level \$5,000	Silver Sponsor Level \$2,500
<ul style="list-style-type: none"> • Complimentary conference registrations for three people • Name, logo, and website listed in: <ul style="list-style-type: none"> • conference brochures & marketing materials • one post-conference issue of “EAGALA In Practice” magazine • conference website page (listing ends 9 months post-conference) • Full vendor table at the conference to distribute marketing and informational materials • Recognition during conference • Two banners displayed in conference horse arena and one banner displayed in conference center (*4 x 6 foot size maximum – banners to be provided by sponsor) • Seating at VIP table at Dinner Gala • Name and logo (one color) on participant bags with one page information sheet in conference packets (provided by sponsor) 	<ul style="list-style-type: none"> • Complimentary conference registrations for two people • Name, logo, and website listed in: <ul style="list-style-type: none"> • conference brochures & marketing materials • one post-conference issue of “EAGALA In Practice” magazine • conference website page (listing ends 9 months post-conference) • Full vendor table at the conference to distribute marketing and informational materials • Recognition during conference • One banner displayed in conference horse arena (*4 x 6 foot size maximum – banner to be provided by sponsor)
Ambassador Sponsor Level \$250	Bronze Sponsor Level \$1,000
<ul style="list-style-type: none"> • Name and website listed in: <ul style="list-style-type: none"> • conference brochures • conference website page (listing ends 9 months post-conference) 	<ul style="list-style-type: none"> • Name, logo, and website listed in: <ul style="list-style-type: none"> • conference brochures & marketing materials • one post-conference issue of “EAGALA In Practice” magazine • conference website page (listing ends 9 months post-conference) • Full vendor table at the conference to distribute marketing and informational materials • Recognition during conference



EAGALA Additional Sponsorship and Exhibit Table Opportunities
“Enriching Every Life Through Horses”

EAGALA Platinum Sponsor
\$7,500

- EAGALA Conference Gold Sponsorship Benefits
- Flyers posted at all trainings for one year (500 flyers to be supplied to EAGALA by sponsor)
- Logo on front page of EAGALA Community website and link to sponsor website

In Kind or Sponsorship Specific Support

- Possible Opportunities:
 - Printing of training manuals - \$20,000
 - EAGALA In Practice Magazine - \$10,000
 - Telephone costs for staff/trainers - \$10,000
 - Office equipment - \$5,000
- Customized benefits based on client needs and commitment amount

Cause Related Marketing Strategic Partners

- Customized benefits based on client needs and commitment amount

Horse of the Year Award
\$5,000 + In Kind Award Gifts

- Logo indicating sponsorship on all marketing materials promoting the award and call for submissions
- Logo with website link on EAGALA’s website page to submit candidates and honor the award recipient
- Complimentary U.S. conference registration for one person where sponsor may present the award to the winning recipient (includes 5-minute presentation sponsor may make on their organization)
- Full vendor table at the conference to distribute marketing and informational materials
- Sponsor representative on review committee to choose award recipient
- Sole sponsor for this category

Conference Exhibit Tables

- 8 foot tables to display materials and products during the EAGALA Annual Conference
- Conference attendees: pay conference registration fee + \$200 for table
- Non-conference attendees: \$500 (fee includes table and one booth worker. Additional booth workers are \$200/person (meals included for booth workers).