



PACING FOR THE CURE

SPONSORSHIP PACKAGE

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a NJ 501(c)(3) nonprofit organization

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Leveraging the Human-Horse Connection to Fight the Battle Against Multiple Sclerosis

ANNUAL SPONSORSHIP PACKAGES

We are pleased to offer Sponsorship package options. The packages available allow Pacing For The Cure to fulfill our mission to provide medical equipment for Multiple Sclerosis survivors and to fund the necessary research to find a cure.

PLATINUM	\$6,000	GOLD	\$3,000	SILVER	\$2,000	BRONZE	\$1,000
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ADDITIONAL ANNUAL OPPORTUNITIES

PERSONALIZED COMMUNITY EVENT	\$750	WEBSITE PARTICIPATION	\$300
RACE BLANKET SPONSORSHIP	\$500	SOCIAL MEDIA PARTICIPATION	\$200
MERCHANDISE SPONSORSHIP	\$400	STALLION SERVICES	STUD FEE VALUE

STUD FEES FOR SCOOTERS

Pacing For The Cure is currently working with breeding farms to create our annual drive called “Stud Fees for Scooters”. If you are interested in donating stallion services or would like to chat regarding a customized way to get involved please contact us.

ANNUAL SPONSORSHIP PACKAGES



PLATINUM OPPORTUNITY

DONATION: \$6,000

- Recognized as a marquee sponsor at ALL PFTC events
- Logo and link on website
- Full access use of PFTC logo
- Social media plugs bi-weekly
- Logo included on the PFTC winner’s circle blanket
- 1 Table - annual dinner event



GOLD OPPORTUNITY

DONATION: \$3,000

- Recognized as a marquee sponsor at TWO PFTC events
- Logo and link on website
- Full access use of PFTC logo
- Social media plugs bi-weekly
- Logo included on the PFTC winner’s circle blanket
- Four tickets - annual dinner event



SILVER OPPORTUNITY

DONATION: \$2,000

- ONE local event of your choice
- Logo and link on website
- Logo included on the PFTC winner’s circle blanket
- Four tickets - annual dinner event



BRONZE OPPORTUNITY

DONATION: \$1,000

- ONE local event of your choice
- Two tickets - annual dinner event

www.PacingForTheCure.org

ADDITIONAL ANNUAL OPPORTUNITIES



PERSONALIZED COMMUNITY EVENT

We welcome ideas for participation in community events of your choice; including but not limited to: holiday festivals, community barbeques, MS walks, themed events, etc.

DONATION: \$750



RACE BLANKET SPONSORSHIP

A patch of your chosen logo will be placed on the PFTC Day at the Races presentation blanket and will be displayed in the winner circle for marquee PFTC events. This logo has the possibility to appear through live stream video simulcast.

DONATION: \$500



MERCHANDISE SPONSORSHIP

Your chosen logo will be placed on our PFTC sales merchandise to be used during Day at the Races, Walks, and your sponsored community event.

DONATION: \$400



WEBSITE PARTICIPATION

Your chosen logo and link will appear on our website and social media campaign page, with occasional plugs for one year.

DONATION: \$300



SOCIAL MEDIA PARTICIPATION

Your chosen logo and link will be utilized within our social media campaign for one year. This includes Facebook and Twitter.

DONATION: \$200



STALLION SERVICES

Donated stallion services provide direct support to MS survivors in need of medical equipment or fund MS research to find a cure. If you are interested in donating or purchasing a breeding, please contact us. A list of available stallion services can be located on our website PacingForTheCure.org.

STUD FEE VALUE

NOTE: WE WELCOME YOUR IDEAS AND OPTIONS TO CUSTOMIZE YOUR OWN SPONSORSHIP PACKAGE. CONTACT US TO DISCUSS YOUR IDEAS.

SPONSORSHIP Q & A

Q: What is Pacing for the Cure?

A: Pacing for the Cure is a 501 (c) (3) nonprofit organization supported by individual and corporate donations and other revenue streams to benefit Multiple Sclerosis survivors through the purchase of necessary medical equipment/devices and fund MS research.

Q: Why did you start Pacing for the Cure and what is the vision?

A: Pacing for the Cure was co-founded by Janine and Jeffrey Gesek based on a love of family and passion for harness racing. The vision of Pacing for the Cure is to INSPIRE others to join our cause, create HOPE for MS survivors and caregivers, and BELIEVE in a cure.

Q: How do you accomplish this vision?

A: Janine and Jeff travel to harness racetracks across the country to spread awareness about this debilitating disease of the central nervous system, recognize and honor MS survivors during a Day at the Races, and seek support from the local communities and corporate sponsors.

Q: How will you allocate funds donated to Pacing for the Cure?

A: The majority of funds donated to Pacing for the Cure will be utilized to purchase medical equipment for MS survivors in need focusing directly on the harness racing industry. A small portion of funds will support MS research. Donors may request that their donations go to either of these two options.

Q: How much of my donation goes toward administrative costs to run the business?

A: Very little. Pacing for the Cure founders volunteer their time to run the business. There is a non-profit Board of Directors in place that oversees the activities of the charity.

Q: Do any of the donations go toward ownership and expenses for the horse(s)?

A: No, horses owned by the founders of Pacing for the Cure are expensed out of their own personal account.

Q: How can Sponsors get involved?

A: Corporate sponsors are encouraged to check out Pacing for the Cure community events, Day at the Races, annual dinner and golf outings, and other opportunities. Sponsorship packages are posted on the Pacing for the Cure website and interest can be submitted online to sponsors@pacingfortheCure.org.

Q: How can volunteers get involved?

A: We welcome volunteer support at all levels of interest. Please email info@pacingfortheCure.org if you are interested in participating in an event in your area.

www.PacingForTheCure.org