



# HEART OF PHOENIX EQUINE RESCUE

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Hello!

Heart of Phoenix Equine Rescue has created an exciting and innovative equine event called “The Appalachian Trainer Face Off” that takes place from May through August each year in Winfield, West Virginia. The event remains the largest horse related event in the state.

We are a 501©3 organization creating massive impact for horse welfare and care, and we have impacted the lives of thousands of horses through direct rescue and through educational efforts on horsemanship and care.

The Appalachian Trainer Face Off has connected with people across the equine industry and has become an event with attendees and competitors from across the Nation.

**The “ATFO” partners all breeds of rescued and adoptable equines for 100 days with horse trainers from May through August yearly. These horses range from feral to neglected cases from law enforcement. Each trainer and horse has their journey closely covered on social media throughout the training. Ultimately, the trainers compete in a three day event and horses are offered for adoption.**

The 2022 event marks the 6th year for the ATFO. Since its inception, the program has:

- Provided over 150 horses with 100 + days of training
- Was a feature series on Horse.TV in 2021
- Has been featured in Horse Illustrated, Horsenation and Chronical of the Horse
- Enabled over 100 horse trainers to showcase their talents to an audience online and in person
- Raised almost \$200,000 in funding used to both host to event and aid in HOP’s mission to rehabilitate and rehome the horses of Appalachia
- Generated over \$400,000 in training value donated to the horses of HOP
- Became the largest equine event in the state of West Virginia with over 2,000 horse friendly attendees in 2021
- Welcomed judges such a Josh Lyons, Carson James and Patrick King

Through partnership and collaboration within the industry, our organization has created amazing relationships with horse people across this nation and improved the lives of a massive number of horses. We have received recognition nationally for our impact on the horse community in Appalachia, and we would like to invite your company to become a partner in this remarkable event.

Our organization has a passionate, broad support base across our region, with a large and audience following our work via social media and through our popular equine blog.

We would sincerely appreciate an opportunity to share more about our work, the Appalachian Trainer Face Off, and to discuss the benefits of a partnership with your company!

You can tailor a sponsorship that works for you and your business!

We have additional partnership and sponsor material we are very happy share, at your request.

Tinia Creamer  
President and Founder  
[tinia@wvhorsescue.org](mailto:tinia@wvhorsescue.org)



***Why investing in the Appalachian Trainer Face Off makes sense for your business:***

Heart of Phoenix, as an organization, enjoys a combined following of over 100,000 people across our social media outlets and blog.

During the Appalachian Trainer Face Off 100 day event, thousands of followers check in daily to see how the horses are progressing on all of our pages and sites, so the ability to reach an engaged audience is present daily.

Heart of Phoenix is a trusted educational resource for horse owners worldwide.

The ATFO is bringing new and revitalized equine opportunities to West Virginia.

Horse owners tend to be potential customers with an above average interest range and income base.

Sponsorships are tailored to what you are looking for, and they can be created for any budget.

***Some areas for marketing with your investment include:***

Booths • Product placement • Tables • Session speakers • Event Signage • Online Business Sharing • Dinner Sponsorship • Horse sponsorship • Logos on Event Marketing • Announcements during Event

*Let us know your budget, and if our packages do not fit, we will create a package for you!*

# ATFO SPONSORSHIP PACKAGES

## **Diamond Sponsorship – Lead Event Sponsorship**

Donation: \$10,000

Recognition as a LEAD sponsor of the ATFO:

- Admission to the Appalachian Trainer Face Off
- Advertising Section provided at key points
- Full page feature ad and listing in event program
- Recognition on newsletter, blog postings and social media marketing
- Recognition in event advertising by announcer throughout the 3-day event
- Recognition and link on HOP / ATFO websites and social media platforms
- Appreciation Merchandise & Acknowledgement Package
- Live Stream Recognition on Facebook and Instagram
- Vendor Spot

## **Platinum Sponsorship**

Donation: \$5,000

- Admission to the Appalachian Trainer Face Off
- Half page feature ad and listing in event program
- Recognition on newsletter, blog postings and social media marketing
- Recognition in event advertising by announcer at the awards portion of the event
- Appreciation Merchandise Package
- Vendor Spot

## **Gold Sponsor**

Donation: \$1,000

- Admission to the Appalachian Trainer Face Off
- 1/4 page ad and listing in event program
- Recognition on newsletter, blog postings and social media marketing
- Vendor Spot

For more information on becoming a **Heart of Phoenix / ATFO Sponsor:**

- Email Tinia at [tinia@vvhorserescue.org](mailto:tinia@vvhorserescue.org)