



It's Hoe-Down Time! Saddle Up to Support the Kiddos

It's more than a great time! Proceeds from the Hoe-Down and other fundraisers help provide 750+ equine-assisted physical and occupational therapy treatments each month for children with special needs.



Pull on your cowboy boots and giddy-up, ya'll!

★ Mechanical bull-riding competition ★ Bourbon tasting ★ Cigar rolling ★ Live music from Corey Cox ★ Bottomless glasses of top-shelf drinks ★ Bid on all-inclusive trips to exotic locations ★ Tasty vittles and local brews ★ Legendary live auction ★ Wine pull ★ Electronic silent auction (starts online September 17 at www.childrenstheraplay.org) ★ Caricatures ★ and more!



Ready to join us, pardner?

Turn to the page and select the sponsorship—and benefits!—that are right for you.

But you better be quick about it. To receive the full value of your sponsorship, payment and the completed form must be received by August 31.

2018 Children's TherAplay Hoe-Down

Saturday, September 22

6—11 p.m. VIP ticket-holders

7—11 p.m. general admission

at Children's TherAplay

www.childrenstheraplay.org/hoe-down

Back by popular demand: The VIP Experience

The good times start early with an all-inclusive private pre-party and continue all night with exclusive access to the Preferred Seating Corral.



But that's *only* for VIP ticket-holders and there are just 100 VIP tickets available. Rustle 'em up while you still can.

Yes, I want to help children with special needs!

Your Support Matters

Each hour of treatment costs Children's TherAplay \$182; however, the average health insurance reimbursement is only \$101.

Your support helps close that **\$81 per-treatment gap** and ensure that Central Indiana children with special needs will continue to have access to these life-changing therapies for years to come.



Did You Know?

A physician's prescription is required for treatment at Children's TherAplay.

Although often confused with therapeutic or adaptive riding, which are recreational activities, *hippotherapy*—which we are best known for—is a treatment strategy administered by a licensed and specially-trained occupational, physical, or speech therapist.

2018 Children's TherAplay Donor Circles

Interested in receiving year-round benefits for you or your business when you donate? Check out the benefits table on page 4.

- Shire: \$50,000+
- Clydesdale: \$25,000
- Thoroughbred: \$20,000
- Palomino: \$15,000
- Quarter Horse: \$10,000
- Arabian: \$5,000
- Mustang: \$2,500
- Welsh Cob: \$1,000
- Shetland: \$500

2018 therapy horse and stall sponsorships

Have a heart for horses? You can help offset the costs associated with keeping our trusty steeds happy and healthy. Each sponsorship is commemorated with a plaque displayed in the Meyers Family Stable.

- Tell me which therapy horses (\$7,900 for 12 months) and stalls (\$5,000 for 24 months) are available to fund!

2018 à la carte Hoe-Down sponsorships

All about the Hoe-Down? Help fund equine-assisted physical and occupational therapies for the kiddos while enjoying our signature event.

Contact Executive Director Hillary McCarley to learn how these three sponsorships can be tailored to fit your needs — hmccarley@childrenstheraplay.org.

- Title Sponsor: \$50,000**
- VIP Party Sponsor: \$25,000**
- Family ticket sponsor: \$5,000** Your contribution makes it possible for Children's TherAplay parents to join the fun at half-price.

Please note: Items below do not carry over into donor circles benefits.

Qty

- ___ **Reserve a table with 10 general admission tickets: \$2,500**
- ___ **Table Sponsor: \$1,000** Name/logo on table + 2 gen'l admission tickets
- ___ **The Four the Merrier:** Buy three general admission tickets and get 50% off the fourth; \$350 advance purchase, \$525 after Sept. 14
- ___ **VIP ticket (only 100 available):** \$200 adv. purchase, \$300 after Sept. 14
Exclusive access to the VIP pre-party and Preferred Seating Corral.
- ___ **General admission ticket:** \$100 adv. purchase, \$150 after Sept. 14
- ___ **Yes! I'd like to fund the gap**—\$81, the difference between the cost and the average insurance reimbursement—for one hour of treatment
- ___ **I can't make it, but please accept this donation to help the kiddos!**

Sign me up! Here's how I'd like to help the kiddos



Kiddo Laila, One Year Later

In June 2017, kiddo Laila was delighted to walk the six-inch balance beam, *independently*, in physical therapy for the very first time!

That's a significant accomplishment for any child, let alone one who has *hypomyelinating leukoencephalopathy*, a disorder which results in challenges in balance, strength, and coordination.

Recently Laila walked the three-inch beam, which is about the width of her foot, *all by herself*.

That's a big step forwards in Laila's being able to maintain midline and safely navigate her environment, but Laila's just excited to be able to keep up with her sister. So watch out sis, Laila's coming!



Please return this completed form to Hillary McCarley by Aug. 31 at hmccarley@childrenstheraplay.org or fax it to (317) 872-3234.

Contact information

Contact name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

My contribution

Donor circles subtotal: \$ _____

Therapy horse and stall sponsorship subtotal: \$ _____

2018 á la carte Hoe-Down sponsorships / tickets subtotal: \$ _____

Grand total \$ _____

Interested in making an in-kind contribution instead? Contact Breinne at (317) 872-4166 or blasley@childrenstheraplay.org.

Payment information

A check is enclosed Please charge my credit card:

Visa American Express Discover MasterCard

Card #: _____

Exp. date: _____ CCV: _____

Signature: _____ Date: _____

Children's TherAplay is a registered 501(c)(3) not-for-profit organization. Tax ID number: 35-2121568. Donations are tax-deductible to the extent allowed by law.



2018 - 2019 Donor Circle Levels and Amounts	Shire \$50,000+	Clydesdale \$25,000+	Thoroughbred \$20,000	Palomino \$15,000	Quarter Horse \$10,000	Arabian \$5,000	Mustang \$2,500	Welsh Cob \$1,000
Children's TherAplay Hoe-Down: September 22, 2018								
Recognition at Hoe-Down	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
General admission tickets	16	14	12	10	8	4	2	
Number of VIP tickets	10	8	6	4				
Children's TherAplay #Horsepower500: May 2019								
Recognition at #Horsepower500	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
General admission tickets	10	8	6	4	2	2	2	
Children's TherAplay Golf Event: June 2019								
Tournament signage	Hole	Hole	Hole	Hole	Hole	Hole		
Number of foursomes (include player registration, lunch, dinner, and on-course drinks and snacks)	2	1	1	1	1			
Year-Round Benefits								
Year-round banner recognition in Children's TherAplay Arena	Individual	Individual	Individual	Individual	Individual	Individual	Group	Group
Recognition on the Children's TherAplay website	Yes	Yes	Yes	Yes				
Inclusion in <i>Indianapolis Business Journal Giving Guide</i>	Yes	Yes	Yes					