

Children's TherAplay

#HORSEPOWER500

Carnival & Parade

May 12, 2021 • 3:30 PM-6:30 PM
Children's TherAplay

Join the fun as we celebrate the month of May with our **incredible kiddos and families** at a **sensory-friendly carnival**, culminating in a **Parade of All-Stars** around the Children's TherAplay grounds!

THE NEED FOR SPEED: Sponsorship opportunities go faster than the final lap of the Indy500, so *floor it to the next page to check out what opportunities await!*



Above: TherAplay kiddos pose with 500 Festival Princesses at the 2019 #Horsepower500

Past media coverage includes:

NBC Sports • USA Today • Fox59
WTHR • WISH-TV
WRTV • CBS 4 • #UpToSpeed
IndyCar.com • 97.1 HANK FM

Right: IndyCar driver Jack Harvey shares about his #Horsepower500 involvement with WISH-TV.



Children's TherAplay
The Children's TherAplay Foundation, Inc.



All proceeds benefit The Children's TherAplay Foundation, Inc., a not-for profit pediatric clinic providing physical and occupational therapies on horseback for Central Indiana children who have special needs.



"Seeing Ava... sitting upright and enjoying every minute on horseback, I just can't believe where we started and where we are today."

~ Ava's Mom, Danyelle

Special thanks to Signature Sponsor:

INTERCONTINENTAL

REAL ESTATE CORPORATION



Yes, I want to support children with special needs!

2021 #Horsepower500 Sponsorship Opportunities



☐ Title Sponsor: \$15,000

- Prime placement of logo on event banner, event webpage, and ticketing website
- Logo on parade cars
- Sponsor announcement on social media
- Announcer recognition
- Sponsor participation in event parade
- Display/vendor area in event arena
- Twelve event tickets

☐ Carnival Sponsor: \$10,000

- Prominent placement of logo on event banner, event webpage, and ticketing website
- Logo at carnival entrance
- Sponsor announcement on social media
- Announcer recognition
- Sponsor participation in event parade
- Ten event tickets

Sold!

☐ Parade Sponsor: \$5,000

- Placement of logo on event banner, event webpage, and ticketing website
- Logo on signage along parade route
- Sponsor announcement on social media
- Eight event tickets

☐ Children's TherAplay Family Discount Sponsor: \$2,500

- Logo on event webpage and ticketing website
- Sponsor announcement on social media
- Recognition in TherAplay Parent eNewsletter
- Six event tickets

☐ Horse Meet-and-Greet Sponsor: \$1,500

- Logo on signage at barn entrance
- Four event tickets

☐ Fun & Games Sponsor: \$500

- Logo at carnival game
- Two event tickets

☐ Additional Tickets: _____ tickets at \$15 each (under age 2 admitted at no charge)

Contact information: Company: _____ Contact name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email address: _____

Recognition name: _____ Total amount: \$ _____

☐ A check made payable to *Children's TherAplay* is enclosed ☐ Please invoice me at the address above ☐ Please charge my credit card:

Card #: _____ Exp: _____ CCV: _____ Signature: _____

Questions? Contact Katie at kstratman@childrentheraplay.org or 317-872-4166. **Please return completed form by April 9.** Forms can be emailed to kstratman@childrentheraplay.org, faxed to (317) 872-3234, or mailed to 9919 Towne Road, Carmel, IN 46032. The Children's TherAplay Foundation is a registered 501(c)(3) not-for-profit organization. Tax ID number: 35-2121568.