

You're Invited

To the Great Charity Challenge
presented by
Fidelity Investments® (GCC)



GREAT CHARITY
CHALLENGE

Presented by  **Fidelity**
INVESTMENTS

**SATURDAY
FEBRUARY 10, 2018**

**WE WOULD LIKE TO INVITE YOU TO JOIN OTHER
GENEROUS SPONSORS AS THE GCC HOSTS ITS
NINTH ANNUAL EVENT AT THE
PALM BEACH INTERNATIONAL EQUESTRIAN CENTER
ON SATURDAY, FEBRUARY 10, 2018.**

Organizations benefiting from the GCC continue to serve and support the local community's growth and well-being. Their outreach and dedicated work covers many different sectors within the Palm Beach County region and include veteran aid, animal advocacy and rescue, foster care, senior citizen care, and family support, to name just a few. A full list of recipients and benefiting charities to date can be viewed via: www.greatcharitychallenge.com

The GCC takes place during the Winter Equestrian Festival (WEF), a 12-week equestrian competition held annually from January through April in Wellington, FL. Produced and managed by Equestrian Sport Productions (ESP), 100% of the overhead and costs associated with hosting the GCC are covered by ESP. The WEF welcomes tens of thousands of spectators and passionate equestrians on a weekly basis, many of who represent some of the most affluent families in the world.



WEF IN NUMBERS:

- 10,000 exhibitors on a weekly basis (including horse owners, trainers, riders, supporters & staff)
- 3,000 horses with a net value of over a billion dollars
- 100 acre equestrian competition complex
- Representatives of 30 countries and 49 states, many of whom travel weekly back and forth from all over the United States to partake in WEF.



HOW DOES IT WORK?

Each fall, Palm Beach County charities are invited to apply to participate in the GCC, one of the most exciting events of the year. With well over 400 applications yearly, all organizations undergo a thorough vetting process (in partnership with Bank of America); all qualifying charities are assigned a “lottery ball” and thrown into a raffle drum. Throughout events hosted by ESP in December and January, up to 35 organizations are randomly selected. Once selected, each organization is randomly paired with a team and corporate sponsor.

Team sponsors supply three riders who compete on behalf of the charitable organization. Many of these riders are Olympic level riders as well as the sponsors themselves. Corporate sponsors are there to support the teams and gain exposure in a very exclusive and niche market.

The winning charity will bring home \$150,000 while last place is guaranteed a minimum of \$15,000. 100% of the donations are tax deductible and are fully redistributed to the participating organizations. Our yearly goal, which we have exceeded every year, is \$1.5 million. Additional grants are also awarded the night of the GCC.

Attached is an overview of the various sponsorship opportunities available. This year’s event theme will be: “Everyone’s A Star” celebrating classical and popular feature films. In addition to the benefits associated with these sponsorship levels, sponsors will enjoy increased name recognition and goodwill in the local and equestrian community.

After you have had a chance to review the information enclosed, Anne Caroline Valtin, Executive Director of the GCC, will be happy to answer any questions you may have as well as assist you in designing your very own custom sponsorship package. She can be reached directly at: 727-678-8677 or acv@greatcharitychallenge.com

SPONSORSHIP OPPORTUNITIES

BE A COMMUNITY ROLE MODEL

ALL SPONSORSHIPS ARE
100% TAX DEDUCTIBLE

TEAM SPONSORS \$25,000 Sponsorship

- Create a team of three riders to compete in the GCC (jumping height: 1.30m, 1.20m, 1.10m)
- Opportunity to join us during the Drawing of the Charities and assist in randomly selecting the participating organizations
- VIP Table of (6) in the International Club on Saturday February 10, 2018
- Exclusive invitation to the pre-party
- Opportunity to have farm/business logo on the jumbotron during the event
- Recognition on printed materials including signage and event program, one year presence on event website
- Randomly paired with charity and corporate sponsor
- Full updates from your charity for one year
- Costume team competition awards



SPONSORSHIP OPPORTUNITIES

CORPORATE SPONSORS

All Corporate Sponsorships include logo placement on the GCC website (through November 1, 2018) as well as signage around the facility the week of the event. Opportunities can be fully customized to fit your needs/vision and assist you in reaching your target market.

\$10,000 Sponsorship

- Includes all \$5,000 benefits
- Random pairing with a participating charity and team sponsor
- Full page ad in the event program
- Logo display on jumbotron and company introduction via the PA system on the evening of the event
- Extensive social media exposure via WEF pages and paired charity through 2018
- Jump presence in the International Ring the night of the event (if applicable)
- Opportunity to network at the event pre-party presented by Fidelity Investments® with other sponsors and participating charities.

\$5,000 Sponsorship

- Sponsor Spotlight Post via the WEF & PBIEC Facebook pages
- Reserved seating for (6) in the VIP International Club, which includes dinner and open bar service. Recognition in program and on website.

Mention in program and on website for all levels below:

\$2,500 Sponsorship

- Reserved seating for (8) in a private box on the evening of the event.

\$1,000 Sponsorship

- Reserved seating for (4) in private reception area on the evening of the event.

\$500 Sponsorship

- Reserved seating for (2) in private reception area on the evening of the event.

Thank You

Thank you very much for sponsoring the 2018 Great Charity Challenge presented by Fidelity Investments® on Saturday, February 10, 2018, and becoming a Community Game Changer. 100% of the contributions from the event will directly benefit Palm Beach County non-profit organizations.

Team Sponsor: \$25,000 contribution Please note that all rider information will have to be submitted no later than January 31, 2018.

Corporate Sponsor:

\$10,000 Level

\$5,000 Level

\$2,500 Level

\$1,000 Level

\$500 Level

SPONSOR INFORMATION

Sponsor Name: _____

Contact: _____

Address: _____

City, State, ZIP: _____

Email: _____

Phone: _____

PAYMENT INFORMATION:

Check enclosed (Made payable to: Fidelity Charitable Gift Fund. Memo: Great Charity Challenge)

Send an invoice via email to:

Send wiring instructions to:
