



Dear Community Partner,

With so many options and opportunities to support non-profit organizations, how do you choose “just one?”

Welcome to the Great Charity Challenge presented by Fidelity Investments® (GCC), an event founded in 2010 that has distributed over \$9.2 million to 200 Palm Beach County nonprofit organizations.

Please join other generous sponsors and help surpass the \$10 million mark as the GCC hosts its 8th annual event at the Palm Beach International Equestrian Center on Saturday, February 4, 2017. With organizations benefiting and assisting foster children, seniors, low income families, veterans, animals and much more, you will be sure that your support of the event will better Palm Beach County as a whole. A full list of recipients and benefiting charities to date can be viewed via: <http://gcc.coth.com/page/about-the-gcc>

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 whom 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 well over a billion dollars
- 100 acre equestrian show 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 the 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 37 organizations are randomly selected. Once selected, each organization is randomly paired with a ***team and corporate sponsor***.

Team sponsors supply 3 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 is: The Power of Imagination (Animated Characters Costumes). 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

Drawing of the Charities: TBD (December 2016)

GCC: Saturday, February 4, 2017

- Palm Beach International Equestrian Center- Wellington, FL -

Be a Community Role Model

ALL SPONSORSHIPS ARE 100% tax deductible

TEAM SPONSORS

\$25,000 Donation - Create a team of 3 riders to compete in the GCC (jumping height: 1m30, 1m20, 1m10) – 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 4, 2017 – 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, 1 year presence on event website – Randomly paired with charity and corporate sponsor - Full updates from your charity for 1 year – Costume team competition awards



Photo Credit: Noelle Floyd

CORPORATE SPONSORS

All Corporate Sponsorships include logo placement on the GCC website (through November 1, 2017) 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 2017- 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.

\$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.

Some of our existing and past GCC Corporate Sponsors include: Fidelity Investments®, Bank of America, the Bainbridge Companies, Suncast®, Sexton Engineering, Rosenbaum Mollengarden LLP, Chronicle of the Horse, Rolex, East Coast Lightning Equipment and many more.



**GREAT CHARITY
CHALLENGE**
Presented by **Fidelity**

SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS ARE 100% tax deductible

Equestrian Sport Productions covers all the expenses associated with the event

Thank you very much for sponsoring the 2017 Great Charity Challenge presented by Fidelity Investments® on Saturday, February 4, 2017, 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 by January 28, 2017.

- ☐ 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: _____

