

# Welcome to the Stallion Stampede Community Art Project 2022-23

Sponsored by The Rotary Club of Scottsdale



The Rotary Club of Scottsdale presents the Stallion Stampede! The Stallion Stampede is a fundraiser to benefit the arts and business communities as well as our neighbors in need.

## **How does the Stallion Stampede Art Project work?**

Stallion fiberglass statues will be painted by local artists and leased to businesses and/or individuals to be displayed at a place of their choosing from late January, 2023 through early April, 2023.

Sponsor names will appear on a plaque at the base of their chosen Stallion as well as on the Official Stallion Stampede Community Art Project Website. The Stallions will be stampeding throughout Scottsdale and neighboring communities from the end of January, 2023 through early April, 2023.

The Stallions will then be sold at the Stallion Stampede Gala Auction on April 15<sup>th</sup> at Royal Arabians. 50% of the proceeds from the Stallion's sale at auction will be directed to a charity of the Stallion Sponsor's choice.

**Sponsorship levels and entitlements follow**

## **\$20,000 Stallion Stampede Title Sponsor**

- Official product sponsorship: your company will be recognized as the Title Sponsor for Stallion Stampede at events. Two events are currently planned for January 2023 and April 2023:
  - **The Stallion Stampede Kick-Off Party** - January 2023: You will be able to present your company's products and materials
  - **The Stallion Stampede Gala Auction** - April 15, 2023: This in-person auction will include a table for ten invitees, the opportunity for your company to present promotional materials, in addition to featuring your company logo in the auction catalog.
- A first-round pick of adornment artists from the exclusive Stallion Artist Roster
- One fiberglass stallion of your choice (rearing, sitting or standing)
- Stallion placement in the Old Town Corral or an approved location of your choosing
- Recognition on a plaque placed at the hooves of your stallion
- Complimentary tickets to the featured Stallion Stampede events (the Kick-Off Parade and the Gala Auction)

### ***Media Promotions Entitlements***

- Your company will be listed as an event sponsor on all secured media for the event of your choice
- Your company logo will appear on all paid advertising for the event
- You will receive recognition in all Stallion Stampede press releases and fact sheets produced for the event
- You will also receive recognition on in-kind advertising, as negotiated
- Your company logo will be prominently placed on the Official Stallion Stampede Community Art Project Website, plus a link to your company site if requested

### ***Online Entitlements***

- Your company logo will appear on the online and phone app maps in and around Scottsdale and neighboring Communities
- Your company logo will be included on other Stallion Stampede collateral and event marketing materials (exact pieces yet to be determined)

The size, location, and placement of your company logo/recognition will be determined and will depend on the marketing pieces you choose.

## **\$15,000 Stallion Stampede Presenting Sponsor**

- Official product sponsorship: your company will be recognized as a presenting sponsor for Stallion Stampede at events. Two events are currently planned for January 2023 and April 2023:
  - **The Stallion Stampede Kick-Off Party** - January 2023: You will be able to present your company's products and materials
  - **The Stallion Stampede Gala Auction** - April 2023: This in-person and on-line auction will include a table for ten invitees, the opportunity for your company to present promotional materials in addition featuring your company logo in the auction catalog.
- Complimentary tickets to the featured Stallion Stampede events (the Kick-Off Party and the Gala Auction)
- A second-round pick of artist designs from the exclusive Stallion Artist Roster
- One fiberglass stallion of your choice (rearing, sitting or standing)
- Stallion placement in the Old Town Corral area or guaranteed placement of your stallion at an approved location of your choice
- Recognition on a plaque placed at the hooves of your stallion

### ***Media Promotions Entitlements***

- Your company will be listed as an official product sponsor on all secured media
- Your company logo will appear in all paid Stallion Stampede advertising
- You will receive recognition in all Stallion Stampede press releases and fact sheets produced for the event
- You also will receive recognition on in-kind advertising, as negotiated
- Your company logo will be prominently placed on the Official Stallion Stampede Community Art Project Website site plus a link to your company site if requested

### ***Online Entitlements***

- Your company logo will appear on the online and phone app maps in and around Stallion and neighboring Communities
- Your company logo will be included on other Stallion Stampede collateral and event marketing materials (exact pieces yet to be determined)

The size, location, and placement of your company logo/recognition will be determined and will depend on the marketing pieces you choose.

## **\$10,000 Stallion Stampede Supporting Sponsor**

- Big Stallion Fans will receive tickets to the following Stampede events:
  - **The Stallion Stampede Kick-Off Party** - January 2023
  - **The Stallion Stampede Gala Auction** - April 2023
- A third-round pick of artists designs from the exclusive Stallion Artist Roster
- One fiberglass stallion of your choice (sitting, standing or rearing)
- Opportunity to reach a varied and wide audience throughout the summer, January 2023- April 2023
- Placement of your stallion at an approved location of your choice
- Recognition on a plaque placed at the hooves of your stallion

### ***Media Promotion Recognition***

- Your company will be listed as a sponsor on all secured media (exact wording to be determined)
- You will receive recognition in paid advertising, as negotiated
- You also will receive recognition in all Stallion Stampede press releases and fact sheets produced for the event
- You will be credited on the Official Stallion Stampede Community Art Project Website

### ***Online Recognition***

- Your company logo will appear on the online and phone app maps in and around Scottsdale and neighboring Communities
- Your company logo will be included on other Stallion Stampede collateral and event marketing materials (exact pieces yet to be determined)

The size, location, and placement of your company logo/recognition will be determined and will depend on the marketing pieces you choose.