



27TH ANNUAL
STALLION SEASON AUCTION AND CELEBRATION

Online: January 2, 9 a.m. - January 6, 5 p.m. EST • Telephone: January 6, 9 a.m. - 5 p.m. EST

Celebration featuring Select Seasons: January 7, 6:30 p.m.

Keeneland Entertainment Center, Lexington, Kentucky

Sponsor and Advertiser Opportunities

We would like to support Thoroughbred Charities of America, a 501 (c) 3 corporation, Fed ID #26-2861555, which grants funds to charities that support Thoroughbred rehabilitation, retraining, rehoming and retirement; equine research; backstretch and farm employee programs; and equine-assisted therapy programs.

Event Sponsorship Opportunities

- Platinum Sponsor \$30,000 Includes: Two VIP tables for 8, logo on marketing materials, and a two-page, color spread in auction program
- Gold Sponsor \$20,000 Includes: Two VIP tables for 8, logo on marketing materials, and one, full page, color ad in auction program
- Silver Sponsor \$10,000 Includes: One table for 8, logo on marketing materials, and one, full page color ad in auction program
- Steel Sponsor \$5,000 Includes: Six reserved seats, logo on marketing materials, and half page color ad in auction program
- Bronze Sponsor \$2,500 Includes: Two reserved seats, logo on marketing materials, and half page color ad in auction program

Program Advertising Opportunities

- | | | | | |
|--|---------|---|---|--|
| <input type="checkbox"/> Inside Covers | \$1,500 | Full Color | } | Ad specifications: |
| <input type="checkbox"/> Full Page | \$1,000 | Full Color | | Trim size: 8.125" wide x 10.875" tall |
| <input type="checkbox"/> Full Page | \$500 | Black and White | | Bleed size: 8.375" wide x 11.125" tall |
| <input type="checkbox"/> Half Page | \$500 | Color - 7.5" wide x 4.5" tall | | |
| <input type="checkbox"/> Half Page | \$300 | Black and White - 7.5" wide x 4.5" tall | | |

Ad submissions: Please email ads as high resolution PDF's to ecrady@tca.org by December 9, 2016.

Sponsor/Advertiser Name: _____

Address: _____

Email Address: _____ Phone Number: _____

Enclosed is my check made payable to Thoroughbred Charities of America

Visa, MasterCard, Amex or Discover Card Number: _____

Expiration Date: _____ CVV Code: _____

Authorized Signature: _____

Please send this completed form to:
Erin Crady, P.O. Box 910668, Lexington, KY 40591, fax: (859) 276-2462, email: ecrady@tca.org
Call (859) 276-4989 with questions or visit www.tca.org.