



EQUINE ADVOCATES

PO Box 354
Chatham, NY 12037-0354
518.392.0175
www.equineadvocates.org
info@equineadvocates.org

PROMOTING THE HUMANE AND RESPONSIBLE TREATMENT OF HORSES

SOUVENIR PROGRAM ADVERTISING FORM **18th ANNUAL AWARDS DINNER & CHARITY AUCTION**

THURSDAY, AUGUST 1, 2019

Being held at the historic Canfield Casino in Saratoga Springs, NY

This year's Gala will be chaired by Terry Finley

HONORING
Staci Hancock
and
Tracy & Carol Farmer

**PUT YOUR NAME, COMPANY, FARM OR ORGANIZATION
IN THE SPOTLIGHT IN SUPPORT OF EQUINE PROTECTION AND RESCUE!**

Guests attending the gala will receive an attractive full-color Souvenir Program to take home as a memento of the evening. It will be filled with stories about our honorees, touching tributes and photographs. The program offers an excellent opportunity for you to convey your message to the honorees, attendees and the press.

You may:

- **Congratulate Staci Hancock.** Staci is a co-founder and the managing member of the Water Hay Oats Alliance (WHOA) which she describes as, "...a grassroots movement of like-minded individuals who support the passage of federal legislation to prohibit the use of performance-enhancing drugs in the sport of horse racing. The appointment of an independent anti-doping program run by the U.S. Anti-Doping Agency (USADA) will resolve the problem of widespread drug use in American racing and put U.S. racing jurisdictions in step with international standards..." Her work to ensure fairness and the safety for both equine and human athletes involved in horse racing is how and why Staci Hancock became the runaway favorite to receive this year's Safe Home Equine Protection Award.
- **Congratulate Tracy & Carol Farmer.** Tracy & Carol will receive the 2019 Ellen & Herbert Moelis Equine Savior Award for their work and dedication to the protection and safety of race horses and their strong involvement with WHOA which they refer to as "...horse racing's most powerful supporter of uniform regulations and drug-free racing." As one of racing's most popular and highly-respected owner/breeder couples, the Farmer's have been dedicated to horse welfare, including aftercare and equine retirement.
- **Congratulate Equine Advocates** in its 23rd year of advocacy, horse rescue and mission to prevent equine cruelty.
- **Advertise** your business, farm, organization, products or services.
- **Say "thank you"** to individuals or organizations that have come to the rescue of equines and other animals.
- **Showcase a photograph** of you and your horse or companion animal or family member(s) or pay tribute to a beloved, departed companion.

Over please for program ad sizes, rates and closing date ⇨⇨⇨⇨⇨⇨

SOUVENIR PROGRAM AD SIZES AND RATES

Full Page Ad is 7 1/2 inches wide x 10 inches high
Half Page Ad is 7 1/2 inches wide x 4 3/4 inches high
Quarter Page Ad is 3 1/2 inches wide x 4 3/4 inches high
No bleeds necessary on artwork.

Please check the box indicating the color/size ad you wish to place.

ALL ADS ARE FULL COLOR

___ Inside Front Cover \$5,000 ___ Inside Back Cover \$5,000 ___ Back Cover \$5,000

___ Full Page \$1,000 ___ Half Page \$600

___ Quarter Page \$400 ___ Business Card \$300

NAME: _____

COMPANY: _____

ADDRESS: _____

Home Telephone: _____ Business/Cell: _____

Email Address: _____

Payment Enclosed (Check): \$ _____ I wish to pay by credit card: \$ _____

American Express MasterCard Visa Discover

Account #: _____ Exp. ____/____ Security Code: _____

Signature: _____ Date: _____

CLOSING DATE: Please provide all camera-ready artwork by Wednesday, **July 10, 2019**. Please mail to Equine Advocate (address above) or email digital ads to karen@equineadvocates.org. If you need help designing your ad, please let us know well in advance and we will be more than happy to assist you.

Please note that Souvenir Program Ads are tax-deductible to the full extent permitted by law. Also, ticket prices for the Gala are \$250 for regular seating. The fair market value is \$75 per ticket. All funds in excess of this amount are also tax-deductible as allowed by law.
If you plan on attending and placing a Program Ad, you might want to consider Event Sponsorship. Please see the Event Sponsorship Form for details.