

Award Sponsorships with Year-Round Benefits

Each year PATH Intl. recognizes truly outstanding humans and equines who exemplify the spirit of the EAAT industry. Sponsors are invited to introduce and present the awards to the winners.

\$10,000 James Brady Professional Achievement Award (\$19,000+ value including Gold Level Sponsor Benefits)

The James Brady Professional Achievement Award is the highest honor PATH Intl. bestows each year. This award recognizes the contributions made by an EAAT industry professional (occupational therapist, physical therapist, educator, psychologist, riding instructor, executive, program coordinator and others) to the field. Contributions have been, but are not limited to, areas such as research, publication, public relations and program development. The award recipient will be presented "The Helper," a bronze sculpture of a horse, rider and sidewalker, at the PATH International Conference and Annual Meeting Awards Banquet.

\$5,000 (\$10,000+ value including Bronze Level Sponsor Benefits)

Includes sponsorship of one of the following annual regional AND international awards.

Equine of the Year
Instructor of the Year
Volunteer of the Year

\$5,000 for one of the below: (\$10,000+ value including Bronze Level Sponsor Benefits)

Child Equestrian of the Year
Youth Equestrian of the Year
Adult Equestrian of the Year
Independent Adult Equestrian of the Year

Other Sponsorship Opportunities:

- 1) **\$10,000 Technology Sponsor**—Showcase your company logo or product name on flash drives, distributed to every conference attendee. (\$19,000+ value including Gold Level Sponsor Benefits)
- 2) **\$10,000 Registration Bag Sponsor**—Highlight your company logo or product name on bags carried by every conference attendee (\$19,000+ value including Gold Level Sponsor Benefits)
- 3) **\$5,000 Lanyard Sponsor**—Have your company logo or product name printed on the lanyard worn by every attendee (\$10,000+ value including Bronze Level Sponsor Benefits)

For more information, please contact us at mream@pathintl.org or call (800) 369-7433.



Reach more customers and maximize your market share! An alliance with PATH Intl. will promote your company's product lines to a loyal group of consumers with equestrian and therapeutic interests. PATH Intl. is committed to developing and facilitating partnerships

for the betterment of its members and the individuals with special needs we serve.

Sponsorship Audience

Direct Involvement

- Number of member centers: 800
- Number of PATH Intl. members: 8,182
- Number of volunteers: 40,000
- Number of disabled clients served: 42,000

Centers

- 6,300 equines
- 37.2% spend more than \$25,000 per year on goods and services related to their business
- 38.7% manage 10 or more program horses
- 70% of people served are children under the age of 18

Volunteers

- 97.7% female
- 63.7% own their own horses; an additional 23% partner with the equine-assisted activities & therapies facility
- 36% own three or more horses
- 63% participate in trail riding

Purchasing Habits

Centers

- 75% of the time, centers' employees are asked to recommend a product or service
- 50% frequently make their purchases at retail shops followed closely by
- 37% frequently purchase online

Volunteers

- 76% indicate their most frequent purchases are through retail stores
- 53% make monthly purchases online
- 75% make 1-4 purchases online per month
- When presented with comparable products and price, 84% indicate they have a definite affinity for and would purchase from companies that support PATH Intl.



Professional Association of Therapeutic
Horsemanship International

History

Since 1969, PATH Intl. (formerly NARHA) has provided equine-assisted activities and therapies (EAAT) programs in the United States and internationally. Thanks in part to the medical community's growing awareness of the benefits of the services provided by PATH Intl.'s formally accredited programs, our membership has now expanded to more than 8,000 individual members and 800 centers. Each year, dozens of centers initiate new programs and more than 42,000 individuals with special needs benefit from activities that include therapeutic riding, hippotherapy, equine-assisted psychotherapy, driving, interactive vaulting and competition.

Mission

PATH Intl. changes and enriches lives by promoting excellence in equine-assisted activities and therapies.

Vision

PATH Intl. is a global authority, resource and advocate for equine-assisted activities and therapies and the equines in this work that inspire and enrich the human spirit.



Professional Association of Therapeutic
Horsemanship International

PO Box 33150
Denver CO, 80233

www.pathintl.org
(800) 369-7433



Annual PATH International Sponsorships

EXCLUSIVE – Presenting Sponsor \$50,000 (\$65,500+ value)

- Presenting Sponsorship of PATH Intl. Conference and Annual Meeting and all ten Regional Conferences (\$25,000 value)
- Premium logo placement on PATH Intl. staff t-shirts, worn daily throughout conference (\$7,500 value)
- Sponsorship of the Awards Banquet (\$10,000 value)
- Premium logo placement on conference printed materials (\$3,000 value)
- Four international conference registrations (\$2,000 value)
- One registration at each of our 10 regional conferences (\$1,500+ value)
- Two complimentary 8 foot x 8 foot exhibit spaces with premium placement at our international conference (\$2,000 value)
- Full page ad in the international conference program with premium placement (\$400 value)
- Full page ad in each *Strides* edition (4/year) (\$2,100 value)
- One linked, approved announcement of your company's product for PATH Intl. members in PATH Intl. eNews electronic newsletter (\$2,000 value)
- Two social media campaigns produced by your company to utilize PATH Intl. Facebook and Twitter accounts (\$1,000 value)
- Invitations to PATH Intl. VIP events throughout the year (\$500+ value)
- Ability to access PATH Intl. member database (up to 10,000 names) for one mailing, paid for by your company. Mailing piece to be approved in advance by PATH Intl., with PATH Intl. database information sent directly to mail house. (\$4,000 value)

Title Sponsor \$25,000 (\$46,000+ value)

- Title Sponsorship of PATH Intl. Conference and Annual Meeting (\$15,000 value)
- Logo placement on PATH Intl. staff t-shirts, worn daily throughout conference (\$5,000 value)
- Sponsorship of the Awards Banquet (\$10,000 value)
- Logo placement on conference printed materials (\$2,000 value)
- Four conference registrations (\$2,000 value)
- Two complimentary 8 foot x 8 foot exhibit spaces with premium placement (\$2,000 value)
- Full page ad in the conference program with premium placement (\$400 value)
- Full page ad in each *Strides* edition (4/year) (\$2,100 value)
- One linked, approved announcement of your company's product for PATH Intl. members in PATH Intl. eNews (\$2,000 value)
- Two social media campaigns produced by your company to utilize PATH Intl. Facebook and Twitter accounts (\$1,000 value)
- Invitations to PATH Intl. VIP events throughout the year (\$500+ value)
- Ability to access PATH Intl. member database for one mailing (up to 10,000 names), paid for by your company. Mailing piece to be approved in advance by PATH Intl., with PATH Intl. database information sent directly to mail house. (\$4,000 value)

Platinum Sponsor \$15,000 (\$26,100+ value)

- Sponsorship of PATH Intl. Horse Expo (\$7,500 value)
- Logo placement on conference printed materials (\$2,000 value)
- Four conference registrations (\$2,000 value)
- Two complimentary 8 foot x 8 foot exhibit spaces (\$1,600 value)
- One full page ad in the conference program with premium placement (\$400 value)
- Full page ad in each *Strides* edition (4/year) (\$2,100 value)
- Year-round listing on PATH Intl. homepage (\$2,000 value)
- One linked, approved announcement of your company's product for PATH Intl. members in PATH Intl. eNews (\$2,000 value)
- Two social media campaigns produced by your company to utilize PATH Intl. Facebook and Twitter accounts (\$1,000 value)
- Invitations to PATH Intl. VIP events throughout the year (\$500+ value)

Gold Sponsor \$10,000 (\$15,200+ value)

- Sponsorship of Keynote Luncheon (\$4,500 value)
- Two conference international registrations (\$1,000 value)
- One complimentary 8 foot x 8 foot exhibit space (\$800 value)
- One full page ad in the conference program (\$200 value)
- 1/2 page ad in each *Strides* edition (4/year) (\$1,200 value)
- Year-round listing on PATH Intl. homepage (\$2,000 value)
- Invitations to PATH Intl. VIP events throughout the year (\$500+ value)

Silver Sponsor \$7,500 (\$11,700+ value)

- Sponsorship of Reception (\$2,000 value)
- One conference registration (\$500 value)
- One complimentary 8 foot x 8 foot exhibit space (\$800 value)
- One full page ad in the conference program (\$200 value)
- 1/2 page ad in each *Strides* edition (4/year) (\$1,200 value)
- Year-round listing on PATH Intl. homepage (\$2,000 value)

Bronze Sponsor \$5,000 (\$8,000+ value)

- Sponsorship of one breakfast (\$1,000 value)
- One conference registration (\$500 value)
- One complimentary 8 foot x 8 foot exhibit space (\$800 value)
- One 1/2 page ad in the conference program (\$150 value)
- 1/4 page ad in each *Strides* edition (4/year) (\$600 value)

Pewter Sponsor \$2,500 (\$6,500+ value)

- Sponsorship of one workshop, region caucus, or education track (\$500 value)
- 50% discount on one conference registration (\$250 value)
- One 1/2 page ad in the conference program (\$150 value)
- 1/4 page ad in each *Strides* edition (4/year) (\$600 value)

Markel is proud to ... sponsor PATH Intl. So many individuals have access to the healing spirit of the horse through PATH Intl. centers and the caring people that make these programs work... Being involved with the PATH Intl. community is exhilarating and uplifting. *–Debi DeTurk Peloso*

Company Name _____

Contact Name _____

Address _____

City _____ ST ____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Twitter feed _____

Facebook page _____

- \$50,000 Presenting Sponsor
- \$25,000 Title Sponsor
- \$15,000 Platinum Sponsor
- \$10,000 Gold Sponsor
- \$10,000 James Brady Award Sponsor
- \$7,500 Silver Sponsor
- \$5,000 Bronze Sponsor
- \$5,000 _____ Award Sponsor
- \$2,500 Pewter Sponsor
- I would like to discuss additional opportunities.

Payment Options

Check enclosed
(Please make check payable to: PATH International)

Visa MasterCard American Express Discover

Account # _____

Exp _____

Signature _____