



FAMILY YMCA OF THE DESERT

# GOLD RUSH

HOEDOWN AT SUNDOWN • NOVEMBER 6, 2021



*Sponsorship  
Request*

September, 2021

We are celebrating our 34th Hoedown at Sundown on November 6, 2021 at the Indian Wells Golf Resort. Yup and giddy up! Round up your posse and lasso them on over to the Family YMCA of the Desert's premiere event of the season. Join us, and if you wish to be a sponsor we will get you the recognition that you deserve!

Join with a sponsorship from your company, and you will benefit from the social media exposure and we will provide your company with recognition during the evening with our printed program, prominent item or service display as well as on our visual presentation throughout the evening. Please review the enclosed materials, and if a donation of ANY KIND might be possible, we would be grateful.

*The Family YMCA of the Desert is a 501(c)(3) non-profit and our tax I.D. is # 95-3673295.*

Thank you in advance for your consideration and generosity!

*Patrick Klein*

Patrick Klein  
Board President

*Paula Simonds*

Paula Simonds  
CEO

*Terri Bona*

Terri Bona  
Development Director

*Amy Lawrence*

Amy Lawrence  
Committee Chair

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At the heart of the Y are the values of caring, honesty, respect and responsibility. We dedicate ourselves to promoting youth development, modeling healthy living and encouraging social responsibility. Programs such as swim lessons, Youth & Government, day camps and overnight camps, youth sports, licensed childcare and leadership development provide the stage for children's expression and growth. Our programs are designed to alleviate the many challenges parents face by caring for children in a safe and nurturing environment.

A strong Y benefits everyone by positively impacting our schools, neighborhoods, businesses, and the community overall on a multitude of levels. The Y brings people together in the pursuit of healthy activities – building connections between individuals, strengthening families and improving the overall quality of life one child at a time.

As a nonprofit we rely on the charity of friends and neighbors to help us with our families in need. An important reminder is that all proceeds directly benefit our Y childcare services and gives us the ability to provide financial assistance to our deserving families. It also allows us to develop beneficial character building programs.



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**CONTRIBUTION:** Please return the bottom portion of this form along with your intended sponsorship amount on or before October 15, 2021.

Please return this form to:

Family YMCA of the Desert  
Shelby Goodwin, Development Coordinator  
43-930 San Pablo Ave., Palm Desert, CA 92260

**LOGO:** Upon agreeing to serve as a sponsor, please forward your logo in JPEG format to Shelby Goodwin: [ShelbyGoodwin@desertymca.org](mailto:ShelbyGoodwin@desertymca.org)

Name of Sponsor As It  
Should Be Listed: \_\_\_\_\_

Contact Name \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to sponsor the Hoedown at the level indicated below:

CONTOUR  
DERMATOLOGY  
& COSMETIC SURGERY CENTER

## \$ 15,000 TITLE SPONSOR WITH COMPANY NAME



\$6,500

**Moonshine Sponsor**  
(Happy Hour)

\$2,000

**Rhinestone Cowboy Sponsor**  
(Décor)

\$6,000

**Cattle Calling Sponsor**  
(Auctioneer)

\$2,000

**Western Union Sponsor**  
(Invitations)

The Coeta & Donald  
Barker Foundation

\$5,500

**Chuck Wagon Sponsor**  
(Grub)

\$1,000

**Roadhouse Rally Sponsor**  
(Bid Paddles)



\$5,000

**Gold Rush Sponsor**

\$750

**Wagon Roundup Sponsor**  
(Valet)

Sally Simonds

\$3,700

**Trail Blazin' Sponsor** (AV)

\$250

**Hoedown Partner**

**SECURED BY:**  
SUSIE & WAYNE HARVEY

\$3,000

**Fire Water Sponsor**  
(Wine)

\$2,500

**Maverick Media  
Sponsor** (Photographers)





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SECURED

## **\$15,000 Title Sponsor**

- Prominent placement of name or logo on all programs and printed materials
- Partnership or exclusive media outreach opportunities (press releases, participation in any radio, television, or print interviews or photos that become available prior to and during event)
- Multiple opportunities for recognition during program at event
- Opportunity for remarks (3 minutes) on-stage at event
- Opportunity to distribute promotional materials
- Two tables (20 guests) with reserved PREFERRED seating/table placement
- Large scale logo display on Y website with link to your home page

SECURED

## **\$6,500 Moonshine Sponsor (Happy Hour)**

- Primary placement of name or logo on all programs and printed materials
- Partnership media outreach opportunities (press releases, participation in any radio, television, or print interviews that become available prior to and during event)
- Multiple opportunities for recognition during live program at event
- One table (10 guests) with reserved seating
- Logo display on Y website

## **\$6,000 Cattle Calling Sponsor (Auctioneer)**

- Primary placement of name or logo on all programs and printed materials
- Partnership media outreach opportunities (press releases, participation in any radio, television, or print interviews that become available prior to and during event)
- Multiple opportunities for recognition during live program at event
- Eight (8) complimentary admissions to Hoedown with reserved seating
- Logo display on Y website

SECURED

## **\$5,500 Chuck Wagon Sponsor (Grub)**

- Primary placement of name or logo on all programs and printed materials
- Partnership media outreach opportunities (press releases, participation in any radio, television, or print interviews that become available prior to and during event)
- Multiple opportunities for recognition during live program at event
- Eight (8) complimentary admissions to Hoedown with reserved seating
- Logo display on Y website





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## \$5,000 Gold Rush Sponsor

- Primary placement of name or logo on all programs and printed materials
- Partnership media outreach opportunities (press releases, participation in any radio, television, or print interviews that become available prior to and during event)
- Multiple opportunities for recognition during live program at event
- Eight (8) complimentary admissions to Hoedown with reserved seating
- Your company banner displayed at event (you provide banner)
- Logo display on Y website

## \$3,700 Trail Blazin' Sponsor (AV)

- Name or logo to appear on all programs, PowerPoint and printed materials
- Recognition during program at event
- Logo display on Y website

## \$3,000 Fire Water Sponsor (Table Wine)

- Company or personal logo label on each wine bottle served at dinner (3 bottles per table)
- Recognition in printed program
- Logo display on Y website

## \$2,500 Maverick Media Sponsor (Photographers)

- Name or logo to appear on all programs and printed materials (sized accordingly)
- Recognition during program at event
- Logo display on Y website

## \$2,000 Rhinestone Cowboy Sponsor (Décor)

- Name or logo to appear on all programs and printed materials
- Recognition during program at event
- Name on table center pieces
- Logo display on Y website

## \$2,000 Western Union Sponsor (Invitation)

- Name or logo to appear on all programs and printed materials
- Recognition during program at event
- Name on invitations
- Logo display on Y website

## \$1,000 Roadhouse Rally Sponsor (Bid Paddles)

- Name or logo to appear on all programs, paddles and printed materials (sized accordingly)
- Recognition during program at event
- Logo display on Y website

## \$750 Wagon Roundup Sponsor (Valet)

- Your business will be mentioned to each guest at the drop off and pick up!  
“[Name of Business] welcomes you to Hoedown!”
- Recognition in printed program
- Recognition during program at event
- You provide company information/flyer to be left in all cars
- Logo display on Y website

## \$250 Hoedown Partner

- Name or logo to appear on all programs and printed materials (sized accordingly)
- Recognition during program at event
- Logo display on Y website

