

You are invited to SARDA's 50th anniversary celebration



THE GOLDEN GALLOP



A SAVING SARDA INITIATIVE

BOOK YOUR TABLE NOW

SATURDAY

November 11th, 2023

11.30 am - 16h00

Peninsula Room, Kenilworth Race Course,
Rosemead Ave, Cape Town

DRESS
FOR THE
RACES

Dress up in Blue and Gold

Add a twist and some bling to impress

Place your bet on SARDA, fun, races, hospitality,
entertainment, cash bar. Don't miss a day to
remember.

Buy a table, buy a ticket or sponsor the day.

Call to secure your booking

Bee +27 21 794 4393

Steve +27 82 415 4099

Cheryl +27 84 568 2365

www.sarda.co.za



Dear Friend and SARDA Supporter

THE GOLDEN GALLOP IS AN AMAZING 50TH ANNIVERSARY - SAVING SARDA INITIATIVE

This event is all about supporting our special needs community by promoting diversity, inclusion and equity in society. The South African Riding for the Disabled Association (SARDA) invites you to an electrifying fundraising experience that promises to leave you inspired.

Ride the Wave, Ignite the Change

At SARDA, we believe that every individual has unique abilities waiting to be unlocked. Our upcoming event is not just a fundraiser; it's a celebration of human potential and the power of unity. We are on a mission to transform lives through the therapeutic connection between humans and horses, and your presence will make a significant impact.

A Journey of Empowerment - Credibility-Consistency-Continuity

This 50th Anniversary is a reflection of the journey that has brought us here. For decades we have been empowering children and adults with special needs, through the transformative experience of therapeutic horse riding. The results of this proven therapy have changed the lives of children and families remarkably.

Join the Celebration and make a difference

- Welcome drinks and luncheon
- Entertainment, live music and much more
- Horse Racing
- Silent Auction + Raffles
- Celebrity Guests

Buy a ticket, buy a table or sponsor to expose your brand

Buy a 10 seat table for your corporate gathering for only R10,000 or just R1,000 per person

OR

Take up a sponsorship package designed to showcase your commitment and leverage

OR

Donate to the auction and raffle items and expose your brand



Embrace the Journey with Us

This event isn't just an invitation; it's an opportunity to let down your hair and look positively into the future.

Dawn Goodley -SARDA Chairperson

Non Profit Reg: 002-822 PBO No 18/11/13/2516

 DATE:
11 NOVEMBER, 2023

 TIME:
11H30- 16H00

 www.sarda.co.za

 PH: Bee 021 794 4393

Steve 082 415 4099

OPPORTUNITIES OUTLINE FOR OUR SPONSORS



Networking



Social media and
digital reach



Marketing
Awareness



Ethical brand
alignment



SARDA GOLDEN GALLOP RACE DAY SPONSORSHIP PACKAGES

Choose from 3 Flexible Sponsorship Packages

Gold Option 1 Headline Event Sponsorship Package from R 50 000

Silver Option 2 Golden Gallop Sponsorship Package R 20 000

Option 3 Auction Items, Sponsorships and Table Donations

Be a Hero and donate to SARDA's Silent Auction or Pledge a Table for your clients, family, friends or our Schools, Teachers and Therapists.

ALL DONORS AND SPONSORS

- Will be named in the SARDA Golden Gallop programme
- Will have the opportunity to include their logo on SARDA's Programme
- Will be mentioned by our Master of Ceremonies at the event
- Will have the opportunity for a photo shoot with our celebrity guest

The entire event will be displayed on the in-house televisions and will be covered by Cape Town TV and the Cape Racing Channel.

Please reach out to our amazing event team today. We will gladly assist you to answer any questions.

Call Bee or Cheryl at 021 794 4393 or email capetown@sarda.co.za to pledge your support with your name and contact details.



Join us Now!



| Gold Sponsorship Package – R50,000 | | Value R60,000+ |
|---|--|---------------------------|
| Race Naming Rights | Race naming rights with Logo inclusion on Cape Racing materials and promotion | R10,000 |
| Branding at the Venue | Prominent placement of banners and signage at key event locations in the Peninsula Room and externally | |
| 20 Golden Gallop Seats | Prime placement of 2 tables for guests | R20,000 |
| Digital Presence | Logo and prominent recognition on the event website– Inclusion in event-related email marketing campaigns before, during and after the event | |
| Social Media Visibility | Featured posts on event's social media platforms with highlights about your company's support. This includes social media partners | R7,000 |
| Attendee Marketing Gift | Opportunity to provide your branded packages or gifts on each guest's seat | |
| Live Broadcast by Cape Town TV | Exclusive mention and recognition during live broadcasts throughout the event including interviews | R15,000 |
| Television Coverage | Recognition in live broadcasts by Cape Racing including interviews. | |
| Opportunity to Address Guests | Provide your own promotional video to be included in the programs play list | |
| VIP Access | Exclusive access to VIP lounges and hospitality areas within the racecourse | R1,500 |
| Priority Parking | Designated VIP parking bay for Main Sponsor | R1,000 |
| Signage Rights | 2x finish line running rail boards, Winners circle backdrop branding | R5,500 |

| Silver Sponsorship Package – R20,000 | | Value R27,000 |
|--------------------------------------|--|------------------|
| Branding at the Venue | Placement of banners and signage in designated areas within the venue | |
| 10 Golden Gallop Seats | Prime placement of a table for guests | R10,000 |
| Digital Presence | Logo and prominent recognition on the event website- Inclusion in event-related email marketing campaigns before, during and after the event | |
| Social Media Visibility | Featured posts on event's social media platforms with highlights about your company's support. This includes social media partners | R7,000 |
| Attendee marketing gift | Opportunity to provide branded packages or gifts on each guest's seat | |
| Live Broadcast by Cape Town TV | Exclusive mention and recognition during live broadcasts throughout the event | R9,000 |
| Television Coverage | Recognition in live broadcasts by Cape Racing | |
| Priority Parking | Designated VIP parking bay for the Sponsor | R1,000 |

