



SPIRIT REINS 2021

# *be* HERD

*Connecting*

horses with humans  
humans with hope

SPONSORSHIP REQUEST PACKET

[www.spiritreins.org](http://www.spiritreins.org) | (512) 778-9449 | 2055 County Road 284 | Liberty Hill, TX 78642





**healing the past**



**building hope for  
the future**



**strengthening families &  
communities**

Spirit Reins is a mental and emotional wellness organization that partners licensed mental health professionals and equine professionals with horses to transform the lives of children and families who have experienced trauma. Our unique and effective therapy model helps children feel and experience safety, strengthen their ability to regulate emotions and control impulses, and learn how to build healthy relationships with the people in their lives. We also offer educational trainings and experiential retreats to support parents and child-serving professionals working with children impacted by trauma.



BeHERD is an engaging, online fundraising event designed to highlight the our unique brand of therapy, featuring interactive experiences with our horses and therapy teams, a demonstration of our work with horses, and learning more about the powerful healing that takes place at the ranch.

## 2021 Online Event Details

### **DATE & TIME**

November 1 - November 7, 2021

### **ONLINE: Social Media**

Facebook @spiritreinsTX

Instagram @spiritreins

**BeHERD is Spirit Reins' largest annual fundraiser. The funds raised at this online event will help us provide life-changing therapy services for children and families and offer trauma-informed trainings and retreats for parents and child-serving professionals.**

# SPONSORSHIP OPPORTUNITIES

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

- "Presented By" recognition on website, emails, social media, and SWAG
- Opportunity for special message from company representative to beHERD audience
- Annual Event Sponsor recognition in all Spirit Reins communications in 2021
- Includes all the benefits of Changemaker

***A \$15,000 sponsorship covers the cost of services for 8 families for an entire semester of school (15 weeks of group therapy services).***

## Changemaker **\$10,000**

- Optional in-person "Meet & Greet" with the Spirit Reins Team and horses
- Retreat at the Ranch opportunity at Spirit Reins for up to 10 employees
- Opportunity to send branded item in VIP donor packages
- Includes all the benefits of Visionary

***A \$10,000 sponsorship provides 30 employees from a child-serving community agency with a Retreat at the Ranch experience.***

## Visionary **\$5,000**

- Spotlight post on social media stories
- Includes all the benefits of Partner

***With 10 sponsorships of \$5,000, Spirit Reins could care for our herd of 29 horses for an entire year.***

## Partner **\$2,500**

- Social media recognition across all agency platforms
- Includes all the benefits of Friend

***A \$2,500 sponsorship provides 15 child-serving professionals from school districts with a trauma-informed and secondary trauma training from Spirit Reins.***

## Friend **\$1,000**

- Company name and logo prominently displayed and promoted as sponsor on:
  - > beHERD print materials to VIP donors
  - > Event landing page with click through to company website
  - > Recognition in Spirit Reins' e-invite

***A \$1,000 sponsorship fills the gap in cost for 6 therapy sessions.***

# HELP US END THE GENERATIONAL CYCLE OF TRAUMA

**Spirit Reins is addressing a public health issue: trauma.** Nearly half of our nation's children are impacted by adverse childhood experiences (ACEs), and 64% of men and women acknowledge experiencing at least one ACE in their lifetime. The toxic stress experienced from childhood adversity increases a person's likelihood of depression, heart and lung disease, incarceration, and early death.

# 64%

*of people are impacted by at least one traumatic experience in their life.*

**Together, we can build our community's resilience and end the generational cycle of trauma.**

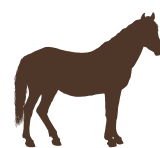
## 2020 Impact



350+ Children &  
Family Members  
Served



18 Cities in Central  
Texas served



2000+  
Service Hours

## "THERE IS HEALING IN THE HERD"



Horses function best in herds, just like humans. At Spirit Reins, we believe that the success of our clients lies in our team-approach to healing. Likewise, the key to our organization's success lies in building a community of support.

Spirit Reins invites you to sponsor our beHERD event to help us heal families and end the generational cycle of trauma.

We hope you will join our herd!

***Please contact our Development Department for more information about sponsorship opportunities. We look forward to connecting with you!***

**Rhonda Smith**  
rhonda@spiritreins.org  
(512) 635-0605

**Monica Trout**  
monica@spiritreins.org  
(512) 778-9449



# Sponsorship Form

Electronic Form Available: [www.spiritreins.org/sponsor-beherd](http://www.spiritreins.org/sponsor-beherd)

CONTACT NAME

COMPANY

ADDRESS

PHONE

CITY

EMAIL

## SPONSORSHIP LEVELS

- ☐ Presenting Sponsor \$15,000  
☐ Changemaker \$10,000  
☐ Visionary \$5,000  
☐ Partner \$2,500  
☐ Friend \$1,000

We are unable to be a beHERD sponsor,  
but enclosed is a donation of:

\$

CREDIT CARD NUMBER

EXPIRATION DATE

CSV CODE

NAME AS PRINTED ON CARD

SIGNATURE

*Information will be discarded after processing.*

How would you like to be recognized as a sponsor?

**Please send a high quality logo (.eps) and any brand guidelines to [monica@spiritreins.org](mailto:monica@spiritreins.org).**

Would you like to be a silent sponsor?

☐

Yes

☐

No

**For questions about sponsorships, contact Development Specialist, Monica Trout, at [monica@spiritreins.org](mailto:monica@spiritreins.org). Forms can be mailed to Spirit Reins, ATTN: Monica Trout, P.O. Box 368, Liberty Hill, TX 78642 or visit [www.spiritreins.org/sponsor-beherd](http://www.spiritreins.org/sponsor-beherd) to complete the sponsorship form online.**