



SPONSORSHIP PACKAGE 2022



LANCERS

*A space to grow. A place to belong.
An experience that will change you forever.*



The only urban non-profit riding school in Canada, Lancers was founded in 1936 to make horses and riding accessible to children living in the city of Halifax.

As a non-profit, our mission is to build better lives through horses by serving the community and enabling residents and visitors to experience the benefits and joy of being with horses. We offer many free public events and serve many people living in various parts of Halifax. Our physical, mental health, and therapeutic programming is diverse, reaching individuals ages six to eighty, from a variety of backgrounds and abilities.

Our programs help riders develop confidence, responsibility, community-mindedness, and sustain their physical and mental health. Lancers thrives by fostering an environment of teamwork and inclusivity amongst all our riders. Lancers is also known for its famed youth Musical Ride. Through our sport and recreation programs and activities, we empower youth (primarily young females), teach leadership, and foster a sense of connection within our city.

The Horses of Halifax are all owned and cared for by Halifax Lancers and have played an important role in the civic life of Halifax for over eight decades.

*Building better lives
through horses*



PUBLIC PONY RIDES

Your chance to help children feel *the magic* of horses

July 4th till August 12th
Two days a week

We want to hold FREE public pony rides weekly throughout the summer for children in the community so everyone can experience the joyous feeling of being on a horse. This is a great opportunity for high-profile coverage of your company. Past pony ride opportunities have resulted in line ups around the block and a unique and exciting experience for all involved.



FULL PROGRAM

\$7500

Two afternoons per week covering all twelve available rides throughout the summer

HALF PROGRAM

\$4200

One afternoon per week for a total of six rides throughout the summer

Both options include:

- Custom t-shirts with your company's logo worn by staff and volunteers running the rides you choose to sponsor
- Mention of your company in all promotional materials, media coverage, and social media posts related to the rides you sponsor.
- Signage on fence line during events
- Sale of the custom t-shirts to pony ride attendees
- Photo opportunity for your company
- One team building session for your company where you can experience the magic of horses yourself through Equine-Supported Wellness exercises

SUPPORT THE HORSES OF HALIFAX

We consider Halifax Lancers to be the stewards of these magnificent animals that are the Horses of Halifax. The horses are treated with the utmost respect and love. As a non-profit, we own and care for all 27 horses who need food, water, bedding, veterinary care, and shelter. Your support will go towards providing the best care for the horses.



30 LOGO SADDLE PADS

\$3000

- Each Horse of Halifax would receive a custom saddle pad with your logo to wear during their lessons for the public to see when we are riding outside!
- One team building session for your company where you can experience the magic of horses yourself through Equine-Supported Wellness exercises

16 LOGO BLANKETS

\$4000

- Each Horse of Halifax will receive a custom horse blanket (cooler) with your logo to wear at off-property competitions, throughout the winter after lessons, and following Musical Ride performances.
- One team building session for your company where you can experience the magic of horses yourself through Equine-Supported Wellness exercises

FRIEND OF THE #HORSESOF HALIFAX

\$\$

Donate to show your support for the Horses of Halifax. This level can be any amount, please contact claire@halifaxlancers.com to discuss.



Meet Rainey, one of our star horses of the Therapeutic Riding program

2022 MUSICAL RIDE PERFORMANCES

Garrison Grounds July 3rd /
Halifax Lancers October 2nd



JULY 3 PERFORMANCE

\$5000

- Taking place on the Garrison Grounds at Citadel Hill to a crowd of up to thousands of people.
- Your logo on lawn signs and promo material leading up to and on the day of the event.
- Custom t-shirts with your company's logo worn by staff and volunteers at the event
- Mention of your company in all promotional materials, media coverage, and social media posts related to the event.
- Photo opportunity for your company
- One team building session for your company where you can experience the magic of horses yourself through Equine-Supported Wellness exercises

OCTOBER 2 PERFORMANCE

\$2000

- Taking place in the Halifax Lancers outdoor arena to a crowd with up to hundreds of people.
- Custom t-shirts with your company's logo worn by staff and volunteers at the event
- Mention of your company in all promotional materials, media coverage, and social media posts related to the event you sponsor.
- Photo opportunity for your company

SADDLE PAD ADD-ON

\$1500

For an additional \$1500, we would have saddle pads made with your company logo to be worn for the performance.

DOWNTOWN HORSE SHOW

July 31 at Halifax Lancers

RING SPONSOR

\$4000

- The ring sponsor is the main event sponsor with their logo placed predominantly throughout the promotional materials.
- The ring sponsor's logo will also be placed on shirts worn by event staff and volunteers. These shirts will also be used as prizes for division champions and merchandise on sale to the public on the day of the event.
- You will also receive logo placement in promotional materials and mention in all media coverage and social media posts related to the event.
- Your logo will be featured on our fence signs on the day of the event.
- One team building session for your company where you can experience the magic of horses yourself through Equine-Supported Wellness exercises

SIGNATURE JUMP SPONSOR

\$3000

- A custom jump built in your company's honour. This jump will not only be displayed in the arena during this year's show but for future shows and events for years to come.
- You will also receive logo placement in promotional materials, mention in all media coverage, and social media posts related to event.
- One team building session for your company where you can experience the magic of horses yourself through Equine-Supported Wellness exercises



DIVISION SPONSOR

\$350 / DIVISION

There are 11 divisions available to sponsor. Each sponsor will receive the opportunity to present prizes to the winner of the division as well as logo placement in promotional materials and on the horse blanket (cooler) presented to the division champion.

DONATION IN KIND

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For those who would like to make donations in kind. This level includes mention in the program and the opportunity to include items in the competitor's packages

ARENA SIGNAGE

We are lucky at Lancers to have a wonderful indoor ring that allows us to continue to ride and hold lessons throughout the year regardless of the weather. The indoor ring also provides a safe space for our therapeutic riding, equine-assisted learning, and equine-assisted wellness programs.



The ring sees a large amount of traffic during the numerous programs Halifax Lancers and during special events. There are multiple areas signage can be placed within the indoor arena

PREMIUM PLACEMENTS

\$1000/YEAR

Located at A, K, E, and C these placements are the most visible in the area for riders, program participants, and attendees.

STANDARD PLACEMENTS

\$700/YEAR

Located at H, F, and B these signs are visible to riders and programming participants, but are not as visible to attendees of some events.

**Signage to be supplied by the corporate sponsor and artwork to be approved by Lancers





Thank you!!

For more information or
if you would like to sponsor please
contact

claire@halifaxlancers.com