



260 Bailey Avenue
Fort Worth, Texas 76107-1862
817-244-6188 Fax: 817-244-2015

April 21, 2021

Dear, NYCHA Members and Corporate Sponsors

The National Cutting Horse Association is honored and excited to partner with BraveHearts to host the 2021 NYCHA BraveHearts & Regional Finals Shootout.

This exciting event will feature 16 Veterans from Braveheart's, 8 Junior and 8 Senior NYCHA Regional Champions competing in a team event. They will be trained by some of the industry's top trainers from around the country. We will also be crowning a Junior & Senior Regional Champion. \$10,000 in scholarships will be awarded to all Junior and Senior Regional Champion Contestants. Donation made by Christina King in memory of Reytheon.

We are excited and honored to be a part of this event, not only will this be an amazing event to watch, but we also believe it is important for our youth to share the sport they love and doing that while honoring our veterans makes it that much more special."

This event will be held in conjunction with the NYCHA Summer Cutting Spectacular and the NYCHA Youth Convention Week in July of 2021 at the Will Rogers Memorial Center in Fort Worth, Texas July 25, 2021, (Cutting Clinic) & July 26, 2021, (2021 BraveHearts Veterans & Youth Regional Finals Shoutout). Following the competition, NYCHA will host a Veteran's Appreciation Dinner and dance that will honor all the competitors from the event along with NYCHA veterans, active-duty military and their families.

This event will also honor THE HORSE, who provides emotional, cognitive, increased self-esteem, self-worth social and physical benefits not only for veterans, but for all of us. This partnership was developed to help connect youth with veterans to help them understand the real struggles of service on veterans. It will also help the veteran develop their horsemanship and gain a vocational skillset. For more information on BraveHearts go to:
<https://braveheartsridding.org/our-services/veterans/>.

I would like to take this opportunity to ask for your help financially in supporting the NYCHA BraveHearts Veterans and Youth Regional Finals Shootout. Your generous contributions will help us give special recognition to so many who have sacrificed to give us the opportunity to enjoy the freedom we have today. This event will honor the horse, the youth, BraveHearts Veterans and the NYCHA/NYCHA organizations

Sincerely

Michael Simmons,
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**2021 NYCHA BRAVEHEARTS & REGIONAL FINALS SHOOTOUT
SPONSORSHIP PACKAGE**

1. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Title Sponsor
Package \$25,000

Title Name – Signage – Program Cover Page – Mentioned in Chatter – NYCHA Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Reserved Table Dinner – Team Shirt – Award Presenter

2. 2021 NYCHA BraveHearts & Regional Finals Grand Entry Sponsor
Package \$15,000

Signage – Program Back Page – Mentioned in Chatter – NYCHA Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Reserved Table Dinner – Team Shirt

3. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Veterans Appreciation Dinner & Dance Sponsor
Package \$15,000

Signage – Program Middle Full Page – Mentioned in Chatter – NYCHA Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Reserved Table Dinner – Team Shirt – Award Presenter

4. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Buckle Sponsor
Package \$11,200

Signage – Program Full Page – Mentioned in Chatter – NYCHA Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Team Shirt

5. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Scholarship Sponsor
Package \$10,000

- Special Thank you to Christina King in Memory of Reytheon

Signage – Program Full Middle Page – Mentioned in Chatter – NYCHA Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Reserved Table Dinner – Team Shirt – Award Presenter

6. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Saddle Sponsors

Package \$10,000

Signage – Program Full Page – Mentioned in Chatter - NYCHA Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Team Shirt

7. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Media Sponsor

Package \$10,000

Signage – Program Full Page – Mentioned in Chatter - NYCHA Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Team Shirt

8. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Team Shirts Sponsor

Package \$10,000

Signage – Program Full Page – Mentioned in Chatter - NYCHA Monthly Newsletter – Social Media – Email Blast – Digital Media – Public Address Announcement – Team Shirt

9. 2021 NYCHA BraveHearts Veterans & Youth Regional Finals Posters Sponsor

Package \$6,500

Program ½ Page – Mentioned in Chatter - NYCHA Monthly Newsletter – Social Media – Public Address Announcement

10. All Other Contribution

Our youth can't thank you enough for making this a very special event. Any donations would greatly be appreciated.

All donors will be mentioned in the NYCHA Monthly Newsletter and Social Media

Donation under \$500 can either be mailed or paid through the NYCHA Paypal account (https://www.paypal.com/donate/?hosted_button_id=58ES9WUC46WSL). All other donations please mail to:

NYCHA
Attention: BraveHearts & Regional Finals Shootout
260 Bailey Avenue
Ft. Worth, TX 76107