

THE 20<sup>TH</sup> ANNUAL  
**JUSTWORLD**  
*Gala*  
**SPONSORSHIP REPORT**

*One of the first and most iconic social events of the  
Wellington Equestrian Season*



2023





# RECORD-BREAKING GALA

 \$500,000+ RAISED FOR THE CAUSE

20TH ANNUAL EVENT AT BELLE HERBE FARM (GRAND PRIX VILLAGE)

 CELEBRATION AWARDS | HONOREES, INTERNATIONAL PROJECT LEADERS

PROJECT-THEMED FOOD AND SIGNATURE COCKTAILS



 POPULAR SILENT & LIVE AUCTION

MEMORABLE ACTIVATIONS & SPONSOR ENGAGEMENT



# Global EQUESTRIAN NETWORK

  
OFFICIAL CHARITY PARTNER

Thousands of equestrians from more than 40 countries are making a difference for children around the world every time they climb into the saddle. JustWorld creates a unique opportunity for equestrians and individuals to learn about, experience, and contribute to a global campaign against poverty.

From international judges, course designers, and officials to hundreds of professional, amateur and junior riders, equestrians of all ages, riding levels, and disciplines raise awareness and funds for the children JustWorld serves.

*JustWorld is the Official Charity Partner of the Fédération Equestre Internationale (FEI), the largest governing body of equestrian sports.*



# Unique CONNECTION TO WELLINGTON

JustWorld has a global presence through thousands of international supporters, branching from the organization's headquarters in Wellington, Florida. **The Equestrian Capital of the World** attracts c-suite executives, public figures, and high-income families annually.

- **WINTER EQUESTRIAN FESTIVAL** - world's largest and longest-running equestrian sports event (250,000 spectators from 43 different countries, \$12 million in prize money)
- **GLOBAL DRESSAGE FESTIVAL**- one of the largest international and national circuits
- **PALM BEACH POLO SEASON** - hosts the largest high goal international polo tournaments

**WELLINGTON EQUESTRIAN SEASON ANNUAL IMPACT**

- **\$280 MILLION:** Seasonal sports economic impact
- **\$35.6 MILLION:** Tourism spending
- **\$83.9 MILLION:** Labor earnings
- **\$168 MILLION:** Direct equestrian expenditure



# SPECIAL GUESTS AT THE GALA

Gala sponsors receive exclusive access and invaluable engagement with a captive audience of global equestrians, an international powerhouse of influencers.



Top names in the equestrian sport showed their support, including:

- Anna Buffini
- Ashlee Bond
- Brandon Philipps
- Chris Von Martels
- Erynn Ballard
- Juan Andres Rodriguez
- Laura Kraut
- Mark Samuel
- Nick Skelton
- Tuny Page
- William and Pippa Funnel

As well as celebrities and horse show partners.

- Pedro Cebulka
- Steven Wilde
- Mister Trombone



LES TOURNIS EQUESTRES D'OTTAWA  
EQUESTRIAN TOURNAMENTS



# CORPORATE SOCIAL RESPONSIBILITY

The significance of the JustWorld Gala is clear. It not only allows JustWorld to provide its sponsors with a prime opportunity to reach an exclusive audience, but even more important is the impact it makes by raising critical funds to **sustain effective education, healthcare, and nutrition programs for children living in impoverished communities around the world.**

By partnering with JustWorld, companies bolster their image and build their brand, promote socially conscious values, network, and ultimately and most importantly, change lives.

WE CREATE A NEW FUTURE FOR CHILDREN.

## HEALTHCARE

## NUTRITION

## EDUCATION









# BRAND RECOGNITION AND *Visibility*

## EVENT INVITATION AND MAILING LIST

Invitations are mailed and hand-delivered to a targeted list from the equestrian community and friends of JustWorld. Electronic invitations and press releases are sent to a mailing list of more than 7,000 recipients.



## MEDIA

JustWorld and the Annual Gala are featured in many local and international publications with widespread readership that target ultra high-net-worth individuals.



## SOCIAL MEDIA AND GALA WEBSITE



21,000+ Followers



8,000+ Followers



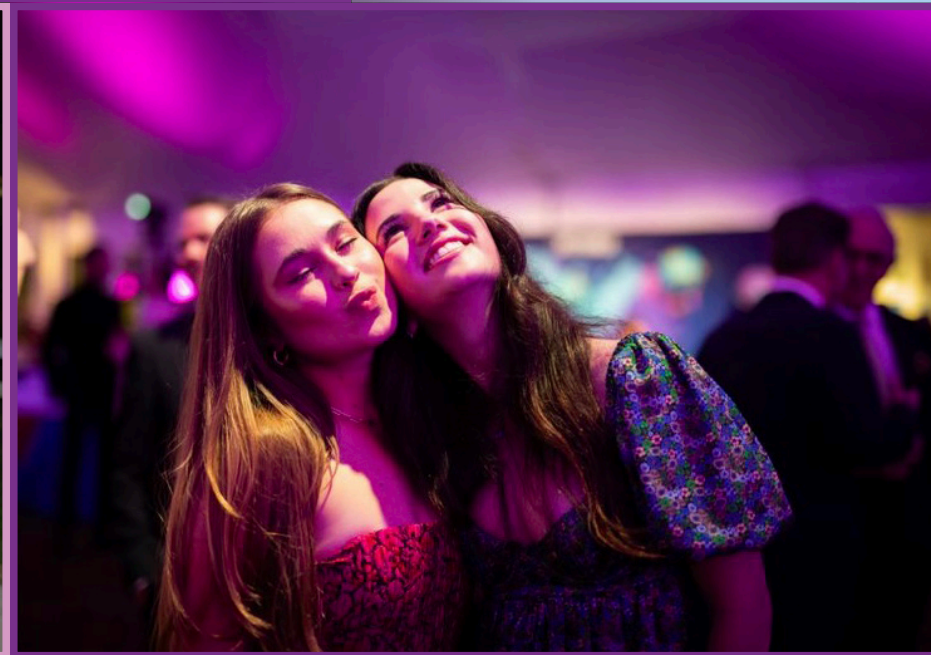
Promotion On JustWorld Website

## POSTERS AND PROMOS

Posters are electronically mailed and hand delivered to local businesses, horse show vendors and displayed in high-traffic areas for increased visibility.









# ON-SITE *Visibility*

# Thank You 2023 GALA SPONSORS

STEP AND REPEAT



EVENT REGISTRATION



SPONSOR TABLES



MAIN BAR



FOOD STATIONS



VERBAL ACKNOWLEDGEMENT



AUCTION DISPLAYS



EVENT PRESENTATION



PHOTO BOOTH



PARTING GIFT



SPECIAL ACTIVATION



**EXCLUSIVITY AND  
CUSTOMIZATION  
AVAILABLE**



**PLATINUM SPONSOR**  
Becky Reno and Ed Peavy  
Heidi Greene & Michael Kluger  
Perez & Medina Family  
Rodriguez Family

**GOLD SPONSOR**  
Baxter Hill  
Belle Herbe Farm  
Cherry Knoll Farm  
Delta Horse Power  
Joan Kalman  
Pasmore Family  
Treacy & Co  
Voltaire

**SILVER SPONSOR**  
Arlene Page  
Real Deal Florida  
Rivers Edge Farm  
Williow Rock Stable & Kulak  
Equestrian  
Gwen & Ella McCaw

**BRONZE SPONSOR**  
Albelo Family – Highrise Stables  
Arlette Rigby & Friends  
Covert Equestrian  
Arlette Rigby & Friends  
Brian Sweeney  
Dorothy E. Cox & Marissa Rice  
Fabbri Boots  
Francis Hill  
Golf Brook

Integrity Dental  
Joanne Weiner  
Lauracea  
Makebe  
Martha Jolicoeur  
Meraki Creative Group  
Morrisey Management Group  
Ossian Ventures  
Page & Harms  
Quiet Corner Farm  
Riverview Farm  
Joelle Adell  
Silverman Partners of Raymond  
James  
Tamar Kaisar  
Terri Kane



# Gala Committee

Maria Newman and Evelyn Treacy  
CO-CHAIRS

Joelle Adell  
Angela Covert  
Denise Fraile  
Heidi Greene  
Martha Jolicoeur  
Tamar Kaissar  
Jenny Oz LeRoy  
Gwendolyn McCaw

Jessica Pasmore  
Becky Reno  
Arlette Rigby  
Michelle Rodriguez  
Mary Ann Simonds  
Laura Southard  
Anne Speiser  
Jessica Wheeler

## YOUTH AMBASSADOR COMMITTEE

Ana Perez  
Ana Sofia Rodriguez  
Audrey Allen  
Ava Le  
Caroline Mawhinney  
Corinne Sweeney  
Ella McCaw  
Ethan Calvo

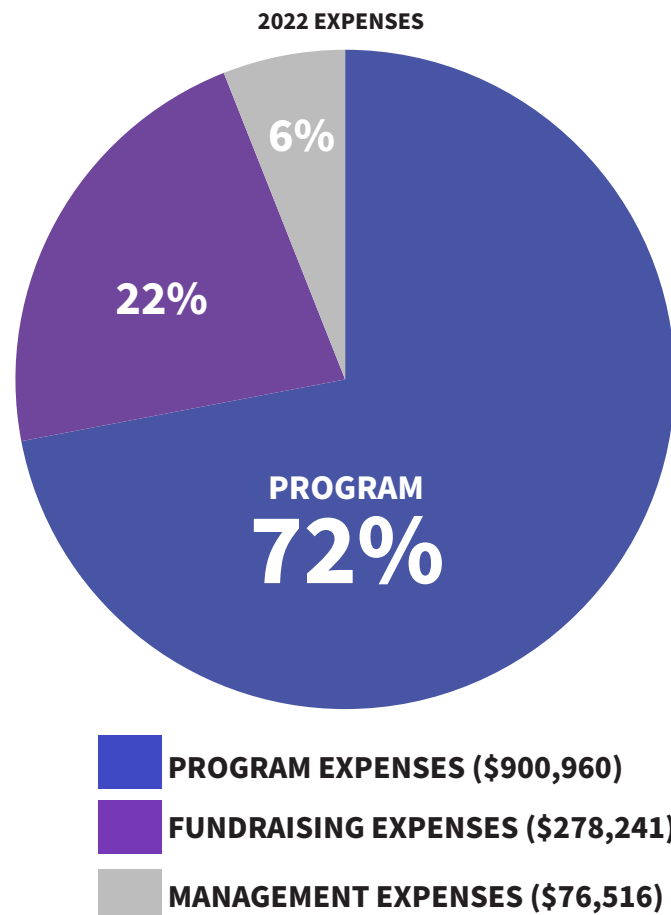
Gigi Spragg  
Laila Klinsmann  
Lenir Alejandro Perez  
Lucy Rappoport  
Mia Albelo  
Sydney Collier  
Cristina Rodriguez  
Wilhelmina McQuarrie





# 2022 FINANCIAL TRANSPARENCY

Revenue is received through donations made by individuals, corporations, foundations, trusts, fundraising events, an annual gala, and international indirect support with gifts sent directly to JustWorld programs. Indirect support was specifically generated through JustWorld Europe, a not-for-profit entity in France and Lombard Odier, a Swiss public benefit umbrella foundation.



**JUSTWORLD | FEI™**  
OFFICIAL CHARITY PARTNER



**CNN HEROES**  
EVERYDAY PEOPLE CHANGING THE WORLD

The percentages of functional expenses reflected in the pie chart are the totals of the functional expenses reflected on the 2022 Audited Financial Statements.



YOUR OPPORTUNITY TO  
BECOME A *Sponsor*



A partnership with JustWorld means valuable recognition, trusted validation, and powerful, customized branding that can be promoted to JustWorld supporters throughout various communication outlets reaching the international equestrian community.

**JUSTWORLD**

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