

TAKING THE REINS



11th Annual

FAMILY DAY

BBQ 

**SPONSORSHIP
OPPORTUNITIES**

**OCTOBER 10, 2010, NOON TO 3:00 P.M.
3919 1/2 RIGALI AVENUE, LOS ANGELES, CA 90039**

WHY L.A. GIRLS NEED TAKING THE REINS



Taking the Reins directly addresses the unique concerns of teenage girls living in high-density, low-income areas of Los Angeles, as these girls strive to mature into confident and successful young women.

Taking the Reins is a positive, centering force for girls that puts teens in positions of leadership and gives them the chance to feel success in a non-academic environment.



Taking the Reins is a safe space for personal growth and a diverse community that encourages girls from different neighborhoods to work together to accomplish a common goal.

Taking the Reins offers teenage girls the opportunity to participate in a challenging, physical activity and makes a healthy, “green” lifestyle more accessible.



Taking the Reins teaches girls creative and critical-thinking skills that allow them to meet unfamiliar challenges and offers enrichment activities that can help offset the achievement gap.

Taking the Reins empowers all girls to believe they are entitled to success and gives them the confidence and skills to follow their dreams.

SPONSORSHIP OPPORTUNITIES

JUDITH HOPKINS,
Executive Director

Phone: (323) 906-1560

Fax: (323) 906-1565

Judith@takingthereins.org

www.takingthereins.org

3919 1/2 Rigali Avenue,
Los Angeles, CA 90039

501(c)(3), Tax ID Number:
95-4688657

Grand-Champion Sponsor: \$10,000

- ⊛ Sponsors 32 teens in the Taking the Reins Program
- ⊛ Full-page color ad in *Hoy* Los Angeles newspaper*
- ⊛ Sponsorship banner placement at event
- ⊛ Company logo and acknowledgement in TTR newsletter and website
- ⊛ Ten (10) VIP sponsor barbecue event admissions
- ⊛ Private horseback riding and grooming lesson for four (4)
- ⊛ Additional updates throughout the year on how your sponsorship is making a difference

Triple-Crown Sponsor: \$7,500

- ⊛ Sponsors 25 teens in the Taking the Reins Program
- ⊛ One half-page color ad in *Hoy* Los Angeles newspaper*
- ⊛ Sponsorship banner placement at event
- ⊛ Company logo and acknowledgement in TTR newsletter and website
- ⊛ Ten (10) VIP sponsor barbecue event admissions
- ⊛ Additional updates throughout the year on how your sponsorship is making a difference

Winner's Circle Sponsor: \$5,000

- ⊛ Sponsors 18 teens in the Taking the Reins Program
- ⊛ Quarter-page color ad in *Hoy* Los Angeles newspaper*
- ⊛ Sponsorship banner placement at event
- ⊛ Acknowledgement in TTR newsletter and website
- ⊛ Eight (8) VIP sponsor barbecue event admissions

Blue-Ribbon Sponsor: \$2,500

- ⊛ Sponsor 10 teens in the Taking the Reins Program
- ⊛ Four (4) VIP barbecue admissions
- ⊛ Acknowledgment in Taking the Reins newsletter and website

Red-Ribbon Sponsor: \$1,000

- ⊛ Sponsor 4 teens in the weekend Riding Program
- ⊛ Two (2) VIP barbecue admissions
- ⊛ Acknowledgment in Taking the Reins newsletter

Yellow-Ribbon Sponsor: \$500

- ⊛ Sponsor 2 teens in the weekend Riding Program
- ⊛ Two (2) VIP barbecue admissions
- ⊛ Acknowledgment in Taking the Reins newsletter

* *Hoy* Los Angeles is part of the Los Angeles Times Media Group.

TWELVE YEARS OF ACCOMPLISHMENTS...



- ⊗ In 2010 Taking the Reins celebrates 12 years of service. The only program of its kind in Los Angeles, Taking the Reins, through its Riding Program and Learning Center Program added in 2004, offers girls important and life-changing enrichment activities including the opportunity to ride and care for horses, to practice creative arts, to engage with nature and learn about healthy lifestyles, and to be physically active in the outdoors within a structured/safe environment.
- ⊗ Girls from the program have graduated high school and been accepted into major colleges such as the University of Chicago, UC Santa Cruz, UCLA and UC Berkeley.
- ⊗ Since our inception in 1998, TTR has partnered with more than 20 LA County nonprofit agencies; we continue to seek organizations, schools (traditional and alternative) and other institutions interested in our unique program services, in addition to program collaboration opportunities.
- ⊗ In 2009/10 participating middle schools included: King (Echo Park/Silver Lake/Hollywood), Virgil (Rampart) and Berendo (Pico-Union).
- ⊗ Through corporate contributions, countless volunteer hours and Taking the Reins staff support, in June 2009, the northwest area of TTR's urban farm was transformed into an Organic Garden.
- ⊗ Taking the Reins, with an Ahmanson Foundation grant, published *Taking the Reins: Your Guide to Grabbing Life*, a 100-page, fully-illustrated, hands-on textbook featuring horse care and management with creative exercises and discussion questions.
- ⊗ In November 2008, Taking the Reins moved to its 2.5 acre permanent home along the LA River.

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Phone: (323) 906-1560

Visit us on the web at: TakingtheReins.org

A 501(c)(3) charity, Tax ID Number: 95-4688657

The mission of Taking the Reins is to teach life skills to underserved girls facing the challenges of adolescence in high-risk environments. Teens develop self-esteem, teamwork, responsibility and leadership skills principally through learning to ride and care for horses.