



STRIDES FOR EQUALITY

— EQUESTRIANS —

SPONSORSHIP PACKET 2021

OUR VISION

SEE THE CHANGE, BE AN ALLY

Strides for Equality Equestrians (SEE) is an allyship program for the equestrian community and represents a first step towards addressing the lack of racial and ethnic diversity in our sports.

Our mission is to promote a more inclusive culture within eventing by listening to and addressing the concerns of Black, Indigenous, and people of color (BIPOC) within the equestrian community and educating others about how to be an effective ally.

Recognizing that we must be the change we wish to see in the world, SEE will encourage equestrians to stand shoulder to shoulder to fight for equality and justice.

Not quietly, not anonymously... but proudly and loudly.

OUR MISSION

TO CREATE EQUITABLE OPPORTUNITIES FOR BIPOC EQUESTRIANS

Access. SEE supports the critical work of organizations that provide access to equestrianism for BIPOC young people. SEE collaborates with access programs and offers financial support through our Access Program Grants. We are also building a national directory of equestrian access programs to help connect participants, volunteers, and donors to grassroots programs.

Professional Pathways. One of the unique features of equestrian sports is the number of professional pathways for individuals who wish to find a career working with horses. SEE's Professional Pathways Program is working to increase diversity in equestrian professions and advancing economic justice for BIPOC individuals by helping to ensure equitable access to professional advancement opportunities.

TO BUILD A MORE INCLUSIVE EQUESTRIAN CULTURE

Network with Allies. SEE is developing a network of barns and equestrian businesses that share our values and pledge to provide a welcoming and inclusive environment for BIPOC equestrians, including those owned by BIPOC professionals.

Engage and Educate. SEE develops and publishes educational content that explains anti-racism; promotes informed allyship; supports organizational diversity, equity, and inclusion work; celebrates the history of BIPOC equestrians; and elevates the visibility of BIPOC equestrians today.

SPONSORSHIP TIERS



- Logo placed on SEE website
- Membership badge for your site
- Introductory social media post, website feature, feature in SEE email newsletter
- **Quarterly** sponsor spotlight

\$250
ANNUALLY



Everything in Yellow Ribbon plus...

- **Biannual** sponsor spotlight
- Signage on SEE marketing materials
- Access to consulting on Diversity & Inclusion outreach for your brand

\$250
ANNUALLY



Everything in Red Ribbon plus...

- **Regular** social media posts and features
- **Monthly** sponsor spotlight
- Logo placement on SEE apparel/signage

\$1,000
ANNUALLY

TAKE THE PLEDGE

BY JOINING SEE AS A SPONSOR, YOU PLEDGE TO...

- Promote a more inclusive culture within eventing by listening to and addressing the concerns of Black, Indigenous, and people of color (BIPOC) within the equestrian community and using this feedback to improve my business approach to diversity
- Use love and understanding to guide business actions as we seek to promote diversity and understand the stories of BIPOC members
- Welcome all members of the equestrian community who share in the desire to improve diversity in the sport and create a more inclusive culture
- Approach all conversations with open mind, conduct our business in a professional and polite manner, and remain a positive influence for change
- Be a vocal advocate for change within equestrian sports
- Collaborate with SEE and other diversity, equity, and inclusion initiatives to create more opportunities and representation for BIPOC equestrians

GET IN TOUCH

WE'D LOVE TO CHAT

Don't see the perfect way for your company to be involved? We're here to help! We want to partner with your company to improve diversity and inclusion and create a stronger, more visible community of allies within equestrian sports.

We also understand that financial sponsorship is not always accessible for every business. Allyship should not be limited by financial resources. We are happy to work with any business that wants to support diversity, equity, and inclusion. All funds and in-kind donations collected will be used to benefit our allyship programs in the form of scholarships, access program grants, mentorships, and much more.

For further inquiries, please contact Catherine Reddick / chreddick@gmail.com.