HIGHLANDS

HIGHLANDS HUDSON VALLEY - CHARITY PARTNERSHIP INVITATION

A stage for your cause. *An audience that gives.*

The Highlands Charity Challenge puts your mission in front of one of the Hudson Valley's most anticipated equestrian events – reaching an audience of high-net-worth donors, local community leaders, and passionate horse enthusiasts.

$15,000+	EXPOSURE	ZERO
CHARITY POT, GROWING ON-SITE	TO A HIGH NET WORTH AUDIENCE	COST TO PARTICIPATE

PROGRAM OVERVIEW

Nestled in the heart of New York's Hudson Valley, Highlands is a premier destination where exceptional sporting events, elevated hospitality, and community impact come together. Each year, the 1,000-acre estate hosts a collection of distinctive experiences designed not only to be witnessed, but to matter.

The Highlands Cup Charity Challenge is an initiative that shines a spotlight on local and regional nonprofits.

Participation is simple and completely free. Once selected, your organization will be featured on Highlands website and social media platforms. In the weeks leading up to Highlands Cup, you'll invite supporters to attend, donate, and share your mission.

Throughout event weekend, your community can rally behind your cause by making text-to-give donations, attending the event in support of your organization, and posting on social media.

At the conclusion of the Challenge, cash awards will be presented in three categories: People's Choice (most text-to-give donations), Biggest Turnout Award (largest attendance), and Social Sharing (highest number of posts using #CharityNameAtHighlands and tagging @highlandshudsonvalley).

The Challenge Moment, live in the arena at the Highlands Cup.

HOW THE PROGRAM WORKS

Charity Co-Branded Assets

Custom graphics featuring your cause and the Highlands Cup will be shared across both entities' social channels and email in the lead-up to the event.

Boots on the Ground

Throughout the week, our team collects donations toward the pool, growing it well beyond the $15K floor before the live moment begins.

Inclusion in local PR outreach

Your partnership is included in Highlands' media pitching to local and regional press around the event.

A shot at the prize pool

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Spectators gather on the hillside above the arena at the Highlands Cup.

WHAT WE NEED FROM YOU

1. **A short org description & logo**
   A few sentences on your mission, plus a high-resolution logo, so we can introduce you to our audience.

2. **A share or two with your community**
   When we post about your partnership, a repost or mention from your own channels helps extend the reach for both of us.

3. **W-9 for fund disbursement**
   So we can get your share of the prize pool to you directly after the event.

4. **One point of contact**
   A single contact we can coordinate with in the lead-up to and during event week.

5. **Bring your supporters**
   The event is free to attend – invite as many supporters as you can to come out and cheer for your cause.

PARTNERSHIP TIMELINE

1. **6 WEEKS OUT**
   Application & selection confirmed

2. **4–5 WEEKS OUT**
   Co-branded assets shared across channels

3. **EVENT WEEK**
   On-site recognition, donations collected

4. **COMPETITION DAY**
   Live attendance for prize pool eligibility

5. **POST-EVENT**
   Funds distributed

We look forward to bringing your mission to the ring.

CONTACT US TO APPLY
info@highlandshorseshow.com

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Highlands Hudson Valley is a 501(c)(3) nonprofit equestrian estate. Hudson Valley, New York