



Camp
Casey

20TH ANNIVERSARY

GOLD★RUSH Gala

SPONSORSHIP OPPORTUNITIES

FRIDAY, SEPTEMBER 27, 2024 ★ 7 - 11PM ★ THE GARDEN THEATER ★ DETROIT, MICHIGAN

EVENTS@CAMP-CASEY.ORG

Camp Casey 20TH ANNIVERSARY GOLD RUSH Gala

WHO WE ARE

Camp Casey is a nonprofit organization that brings free horseback riding services to children with cancer, sickle cell disease, and other life-threatening illnesses in Michigan. Camp Casey delivers happiness on horseback through three cost-free programs.

With the support of loyal donors, Camp Casey is thrilled to be celebrating its 20th year spreading the healing power of horses to vulnerable families.

Horse House Calls surprise children with a knock on the door and a horse on their doorstep as they enjoy an afternoon filled with fun, camp-related activities, including grooming lessons, horseback riding, arts-and-crafts, treat-making stations, and pizza for up to 30 friends and family members.



Outlaw Outings invite past campers and their families on one-day recreational activities throughout the year, which may include tickets to professional sporting events, days at the spa, horseback riding at our annual cook out, and more!



Cowboy Camp Outs invite families to an all-inclusive weekend getaway at a dude ranch resort where they can enjoy hayrides, campfires, an indoor waterpark, horseback riding, and connecting with other families facing similar circumstances.



Camp
Casey
20th ANNIVERSARY
GOLD RUSH
Gala

WHO WE ARE

Casey Foote was not much different from other 10-year-old girls. She loved the outdoors, had an active imagination, and adored animals. Unlike most children, however, Casey was battling bone and brain cancer and died just after her 12th birthday. During the last few years of her life, Casey was introduced to a horse farm where she spent many afternoons grooming and riding her favorite horse.

Even as chemotherapy, surgeries, and the emotional weight of cancer kept Casey physically weak, she never let her illness get in the way of bonding with horses and friends. Connecting with horses allowed Casey to be a kid again and kept her and her family strong during their difficult fight.

Watching Casey interact with horses was therapeutic for her family, as well. When Casey was at the barn, they were able to witness an instant transformation as her hospital gown was replaced with boots and breeches.

Casey would have loved for other children and their families to experience the joy that horses once gave her. We are proud to keep Casey's legacy alive and enable children, like Casey, to apply the strength gained from our program to fight cancer and another life-threatening illnesses.



1991-2003

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GOLD RUSH
Gala

WHO WE ARE IMPACTING

Horsey House Calls deliver happiness on horseback to the homes of children and their families, friends, and neighbors!



The best part of today! Camp Casey came by today and gave Rachel a wish beyond all wishes! A horse at our house and friends to share the moments with. Thank you again Camp Casey!! Appreciate all that you do. Thank you to your organization and all the volunteers that made today so special!

- Steve, father of 12-year old Rachel diagnosed with cystic fibrosis, from Southfield, Michigan

Thank you Camp Casey for the most amazing Horsey House Call. These kids had the best night and Boots was such a sweet horse. These are memories we will cherish forever. Elwyn didn't want to stop riding and she kissed Boots after her last ride. This entire experience for our family was soul food - watching all our kids shine with pure joy together. Thank you to the entire crew who made this night possible for our family.

- April, mother of 4-year old Elwyn diagnosed with diffuse intrinsic pontine gliomas (DIPG), from Harrison Township, Michigan



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20TH ANNIVERSARY
GOLD RUSH
Gala

WHO WE ARE IMPACTING

Cowboy Camp Outs invite children and their immediate families on weekend getaways at a dude ranch resort!



The experience was truly amazing, it felt great to meet with the families and hear their stories, and to have my kids experience the outdoors.

- Sabrina, mother of 4-year old Star, diagnosed with Wilms Tumor from Chicago, Illinois

It meant a lot to us to meet other families outside of the hospital setting who are going through similar experiences as we are. The weekend was not rushed and we were able to spend time together, relaxing. We are so appreciative of Camp Casey covering our lodging and meals. We cannot recommend Camp Casey enough!

- Aly, mother of 5-year old Cailen diagnosed with embryonal rhabdomyosarcoma from Fruitport Michigan



Camp Casey
20TH ANNIVERSARY
GOLD RUSH
Gala

EVENT DETAILS

EMCEE SHANNON MURPHY

★ **WHERE:** The Garden Theater • Detroit, Michigan • www.thegardendetroit.com

★ **WHEN:** Friday, September 27, 2024, 7:00pm - 11:00pm

★ **WHAT:** A night of glitz, glam, and giving back, the Gold Rush Gala will serve as a celebration of Camp Casey's 2024 programming season.

★ **WHY:** The Gold Rush Gala is held during Childhood Cancer and Sickle Cell Awareness Month to honor the brave families we serve and raise funds to spur on Camp Casey's important work.

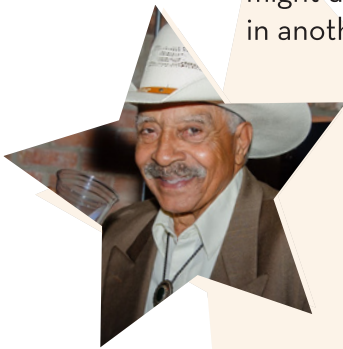
The Gold Rush Gala will feature multiple open bars, strolling food stations, music, dancing, and more!

Guests can give back by bidding on exclusive silent auction packages, Mining for Wine, and raffles happening all night long.

100% of the proceeds from the 2024 Gold Rush Gala will benefit Camp Casey to bring cost-free accessible horseback riding programs to children with cancer, sickle cell disease, and other life-threatening illnesses.

Join us as we celebrate our 2024 programming season and raise funds for 2025!

★ **HOST:** Emcee Shannon Murphy has been waking up fans of "The Mojo in the Morning Show" on Channel 955 since 2009. Her favorite job in the world, however, is being a mom to her two kids, Lucy and Smith. (They're horse lovers, too!) She's recently married to a handsome cowboy named Wes, who doesn't seem to mind her 3:30AM alarm clock. Shannon devotes time to several local organizations including Wish Upon a Teen, The Leukemia & Lymphoma Society, Vista Maria, Covenant House Michigan and of course, Camp Casey! Her mom Joanne is an avid rider, and you might also recognize her from some Horsey House Calls. She is absolutely thrilled to be involved in another Gold Rush Gala!



Camp Casey
GOLD RUSH
Gala

20TH ANNIVERSARY

GET INVOLVED

When you donate to Camp Casey, your dollars go directly toward our programs that spread the healing power of horses. While our programs are cost-free to our campers, they are not cost-free to our organization.



\$2,500

COST OF EACH HORSEY HOUSE CALL VISIT



30

NUMBER OF PARTICIPANTS AT EACH HORSEY HOUSE CALL



\$2,000

COST OF T-SHIRTS FOR 30 HORSEY HOUSE CALLS



\$5,000

COST OF PIZZA FOR 30 HORSEY HOUSE CALL VISITS



\$25,000

COST FOR THE 2025 COWBOY CAMP OUT WEEKEND



\$3,000

HERO HORSE RENTAL AND HORSE TACK FOR 30 HORSEY HOUSE CALLS



\$5,000

ANNUAL COST OF GAS TO DELIVER HAPPINESS ON HORSEBACK



\$150,000

ANNUAL COST TO SUPPORT THE HORSEY HOUSE CALL PROGRAM



1,600

NUMBER OF PARTICIPANTS THE HORSEY HOUSE CALL PROGRAM SERVES EACH YEAR

BY SPONSORING CAMP CASEY'S PROGRAMS, YOUR COMPANY WILL:

- ★ Be featured as a community partner through various promotional opportunities
- ★ Showcase itself as a beacon of support for the livelihood of Michigan families through various volunteer opportunities
- ★ Help Camp Casey continue to deliver happiness on horseback to children in 2025 and in years to come

Camp
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20TH ANNIVERSARY
GOLD RUSH
Gala

SPONSORSHIP PACKAGES

Platinum Horseshoe Presenting Sponsor: \$25,000+

Your contribution will fully fund 10 Horsey House Calls!

- ★ Opportunity to be featured in the event presentation
- ★ Company featured on the front cover of event invitations
- ★ Company featured in digital program booklet
- ★ Company featured on silent auction platform
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least six (6) social media posts
- ★ Company receives exclusive table with VIP treats

Platinum Horseshoe Presenting Sponsor will receive 10 seated tickets to the Gold Rush Gala

Gold Catering Sponsor: \$20,000

Your contribution will fully fund 8 Horsey House Calls!

- ★ Company featured at all food stations
- ★ Company featured in digital program booklet
- ★ Company featured on silent auction platform
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least five (5) social media posts
- ★ Company receives exclusive table with VIP treats

Gold Catering Sponsor will receive 10 seated tickets to the Gold Rush Gala

Gold Horseshoe Entertainment Sponsor: \$20,000

Your contribution will fully fund 8 Horsey House Calls!

- ★ Company featured alongside Camp Casey on stage signage
- ★ Company featured in digital program booklet
- ★ Company featured on silent auction platform
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least five (5) social media posts
- ★ Company receives exclusive table with VIP treats

Gold Horseshoe Entertainment Sponsor will receive 10 seated tickets to the Gold Rush Gala

Silver Horseshoe Tech Sponsor: \$15,000

Your contribution will fully fund 6 Horsey House Calls!

- ★ Company featured at the photobooth
- ★ Company featured as the WIFI booster sponsor
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least four (4) social media posts

Silver Horseshoe Tech Sponsor will receive 8 seated tickets to the Gold Rush Gala

Camp
Casey
GOLD RUSH
Gala

20TH ANNIVERSARY

SPONSORSHIP PACKAGES

Silver Saloon Spirit Sponsor: \$15,000

Your contribution will fully fund 6 Horsey House Calls!

- ★ Naming rights to signature drink
- ★ Company featured at all bar locations in the Theater
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least four (4) social media posts

Silver Saloon Spirit Sponsor will receive 8 seated tickets to the Gold Rush Gala

Mosey on Over Afterglow Sponsor: \$15,000

Your contribution will fully fund 6 Horsey House Calls!

- ★ Company featured on exclusive signage at the Afterglow, which will be at the Garden Bowl across the street from the Garden Theater immediately following the Gala from 11:30pm-2am.
Pizza, bowling, shoes and refreshments will be served.
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least four (4) social media posts

Mosey on Over Afterglow Sponsor will receive 8 seated tickets to the Gold Rush Gala

Sugar Rush Dessert Sponsor: \$10,000

Your contribution will fully fund 4 Horsey House Calls!

- ★ Company will be featured at dessert station with logo on desserts (cupcakes/cookies etc.)
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least three (3) social media posts

Sugar Rush Dessert Sponsor will receive 6 seated tickets to the Gold Rush Gala

Hitching Post Valet Sponsor: \$10,000

Your contribution will fully fund 4 Horsey House Calls!

- ★ Company featured on signage around Hero Horse guest appearance
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least three (3) social media posts

Silver Horseshoe Tech Sponsor will receive 6 seated tickets to the Gold Rush Gala

Camp
Casey
20TH ANNIVERSARY
GOLD RUSH
Gala

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Get Home Safe Sponsor: \$5,000

Your contribution will fully fund 2 Horsey House Calls!

- ★ Company name as promo code for free Uber rides home for guests
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least two (2) social media posts

Get Home Safe Sponsor will receive 4 seated tickets to the Gold Rush Gala

Giddy Up and Go! Sponsor: \$5,000

Your contribution will fully fund 2 Horsey House Calls!

- ★ Company will be featured with signage on the main doors as people exit
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least two (2) social media posts

Giddy Up and Go! Sponsor will receive 4 seated tickets to the Gold Rush Gala

Cowboy Commode Sponsor: \$2,500

Your contribution will fully fund 1 Horsey House Call!

- ★ Company featured on signage for the bathrooms
- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least one (1) social media post

Cowboy Commode Sponsor will receive 2 seated tickets to the Gold Rush Gala

Partner Sponsor: \$1,000

Your contribution will fully fund 1 Horsey House Call!

- ★ Company featured in digital program booklet
- ★ Company featured in event slideshow
- ★ Company featured on website year-round
- ★ Recognition in at least one (1) social media post

Partner Sponsor will receive 2 seated tickets to the Gold Rush Gala

Camp
Casey
GOLD RUSH
Gala
20TH ANNIVERSARY

PAST SPONSORS

A note of gratitude to our generous sponsors and donors of the 2023 Gold Rush Gala, which raised over \$118,000 for Camp Casey's 2024 programming season. Thank you all for helping us deliver happiness on horseback to over 1,600 campers directly impacted by childhood illness.

SPONSORS

NORTHWESTERN MUTUAL -
TROY OFFICE
LIVEWELL CAPITAL
BLACK RIVER FARM AND RANCH
NOBLE FAMILY FOUNDATION
MOSCONE FAMILY FOUNDATION

CARS FIGHTING CANCER
BLUE CHIP
GLOBAL TELECOM SOLUTIONS
LINDA JACOB CHOCOLATIER
ALEXANDER DAVID BURNSTEIN
MEMORIAL FUND

EVENT PARTNERS

THE GARDEN THEATER
TWO UNIQUE CATERING
TWIGS AND BRANCHES FLORAL
THE BRIAN ALEXANDER EXPERIENCE
LUXE LINENS
DETROIT ON THE ROCKS

SHELLY BUSH PHOTOGRAPHY
PAUL STOLOFF PHOTOGRAPHY
KATE WESTFALL PHOTOGRAPHY
ADDIE MIRABELLA DESIGN
ABSOPURE

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