



SPONSORSHIP PACKAGE 2026

September 11 & 12, 2026

CELEBRATING 43 YEARS OF RIDING FOR A REASON!

As we celebrate the 43rd Annual Joanne Perlich Ride4Dreams and the 50th Anniversary of the Lethbridge Therapeutic Riding Association (LTRA), we honour not just over four decades of heartfelt tradition, but the purpose at its core—supporting LTRA ongoing delivery of impactful therapeutic riding & equine wellness services!

What began as a grassroots effort by Joanne Perlich and friends in 1976 has grown into LTRA's largest annual fundraiser. Over the years, this event has helped ensure that life-changing therapeutic riding and equine wellness services remain accessible to those who need them most. In 2026, Ride4Dreams continues as a single, powerful fundraiser composed of two memorable experiences:

- **Ride4Dreams Cabaret – September 11, 2026:** An unforgettable evening featuring a lively country music concert featuring Chase Morgan and Brettyn Rose - individual artists pairing up for an unforgettable night of solos & duets over time, mouth-watering dinner, spirited auction, and a dance—all held right at the LTRA arena. This event sold out fast last year, and we're bringing the magic back with even more excitement.
- **Ride4Dreams Trail Ride – September 12, 2026:** Back to where it all began. Participants collect pledges and saddle up to support LTRA on a scenic trail ride filled with community spirit, beautiful landscapes, and purpose-driven fun.

Together, these events form the heart of Ride4Dreams—celebration, connection, and commitment to a cause that truly matters.

We invite you to be a part of this impact. Your sponsorship directly supports the delivery of therapeutic programs, the care of our animals, the maintenance of our facility, and the inclusive, accessible services LTRA provides to children, youth, and adults across Southern Alberta. Thank you for considering sponsorship. Every dollar raised helps us keep riding toward a more inclusive and empowered future—for everyone.

INTERESTED IN RIDING IN THE TRAIL RIDE AS A PARTICIPANT?

We are looking for individuals and teams to join us for the group trail rides supporting LTRA through the collection of pledges. Come out and join us for a fun-filled day with lunch provided! Prizes will be awarded to the top fundraising youth, individual, and team.

Complimentary Tickets to the Ride4Dreams Cabaret:

We encourage our riders to join us in both parts of the event. Complimentary tickets will be provided to all riders who collect and submit a minimum of **\$200.00 in pledges.**

Riders can register for the 2026 'Ride4Dreams', access pledge sheets & purchase additional cabaret tickets online @ www.ltra.ca/events/ride-for-dreams



SPONSORSHIP CATEGORIES

PRESENTING SPONSOR

SOLD

\$5000.00

Claim the limelight as the Title Sponsor for the Joanne Perlich Ride for Dreams Cabaret. Your brand will lead the charge, proudly displayed across all marketing materials, press releases, website, social media, and a full-page event program ad. Enjoy a premium reserved table (seats 8) and optional promotional vehicle space. Be the beacon that illuminates our path, embodying the spirit of giving.

SUPPER ON THE RANGE: DINNER SPONSOR

SOLD

\$3500.00

Your generous support will help serve up the signature meal of the evening. In return, we'll spotlight your brand on the dinner menu, signage displayed at both events, in press releases, on our website, across social media, and in a vibrant sponsor slideshow during the event. You'll also receive a prominent ad in our program and 8 complimentary tickets at a premium reserved table. A true western way to make a lasting impact.

HONKY-TONK BOOGIE: ENTERTAINMENT SPONSOR

SOLD

\$3000.00

Your contribution keeps the energy high and the dancefloor full by helping cover the cost of our unforgettable live entertainment. In return, we'll spotlight your brand on event signage, in press releases, on our website, across social media, and in our sponsor slideshow. You'll also receive a prominent ad in the program and 8 complimentary tickets at a premium reserved table. As the Honky-Tonk Boogie sponsor, your contribution will be specially acknowledged during the introduction of both Chase Morgan and Brettyn Rose, a foot-stompin', stage-light-shinin' way to back the cause and the cabaret.

PONY-UP PARTNER: TRAIL RIDE SPONSOR

\$2500.00

You're helping to cover the costs of the legacy activity at the heart of this fundraiser; our heartwarming trail ride, placing your brand front and center across both event days. You'll be recognized in the event program, on our website, across social media, and in the sponsor slideshow at the Cabaret. Your business will be featured with signage at both events, with the option to provide additional signage at the trail ride staging area. Be prominently featured at the Cabaret, with the opportunity to serve as the official send-off for riders the following day—a true ride-along opportunity to make a lasting impact.

SPIRITS & SPURS: BAR CART SPONSOR

SOLD

\$2000.00

Your contribution keeps spirits high by covering the cost of the bar and bartending services at the Cabaret. Your brand will be stirred into the mix with recognition in the event program, on social media, exclusive signage on the bar cart, and in the sponsor slideshow. You'll also inspire a signature drink that puts a fun spin on your company's name or brand element—and enjoy the night from a premium reserved table for 8. A toast-worthy way to leave a lasting impression.

WATERING HOLE SPONSOR

SOLD

\$1500.00

Your support covers the cost of non-alcoholic beverages, ensuring our junior guests stay refreshed throughout the evening & while on the trail. You'll be recognized in the event program, across social media platforms, on the sponsor slideshow at the dinner event, and via exclusive signage on the beverage trough, and a reserved premium table (seats 8).

WESTERN WILD FLOWER: DECOR SPONSOR

\$1500.00

Your support helps bring the beauty to the Ride4Dreams Cabaret by offsetting the cost of event décor—adding wild charm, western flair, and a whole lot of ambiance. Your brand will be showcased in the event program, on social media, on featured signage near the floral and decorative displays, and in the sponsor slideshow. You'll also enjoy the evening from a premium reserved table for 8. A picture-perfect way to plant your support in the heart of the celebration.

TRAIL LUNCH SPONSOR

SOLD

\$1000.00

Your generous sponsorship covers lunch for our dedicated riders, adding an essential touch to the day's events. Savour recognition at the lunch service, through signage at the ride & cabaret, and a special mention in our event program.

LITTLE WRANGLERS: RIDER SPONSOR

Your support ensures our young riders carry home more than just memories. This sponsorship helps provide prizes and gift bags for participants, adding extra excitement to their fundraising efforts. In return, you'll receive signage at the trail ride staging area, recognition in the event program and on our website, and a premium reserved table for 8 at the Cabaret. A fun and meaningful way to cheer on the next generation of changemakers.

SPONSORSHIP CATEGORIES

BUCKAROO SPONSORS

\$500.00 or \$750.00 w 4 Tickets

Perfect for community-minded businesses looking to support a meaningful cause, this sponsorship helps LTRA extend the reach of our therapeutic and equine wellness services. In recognition, your logo will be proudly displayed as guests arrive at the Cabaret and at the trail ride staging area, with your name also acknowledged in the event program. Two options are available:

- **\$500: Sponsorship Only**
- **\$750: Includes 4 tickets to the Ride4Dreams Cabaret (we'd love to have you join us!)**

With each stride our riders take, your support helps guide more individuals toward brighter futures.

IN-KIND SERVICES & FRIENDS OF LTRA DONATIONS

Variable

These sponsors donate necessary items and services for the event (media, signage, staging, services, auction items, etc.). Recognition will be dependent on the value/type of donation.

AUCTION IN THE ARENA BROUGHT TO YOU BY:

PERLICH BROS
AUCTION MARKET LTD.

TICKET PURCHASE OPTIONS

TABLE FOR 8

Early Bird Price Until Aug. 15th: \$499.00

Secure your spot at the heart of the celebration with a regular table for eight at a special early bird price of **\$499 until August 15th**. Following August 15th, this price will increase to \$575.00. **Last year's event sold out early—don't wait!** Your presence and support contribute immensely towards our cause. Partake in a night of fun, celebration, and shared commitment to making a difference.

INDIVIDUAL TICKETS

\$85.00

Joining solo or bringing a few extra guests? Individual tickets are available for just \$85 each, making it easy to be part of the Ride4Dreams Cabaret without purchasing a full table. Whether you're coming with friends or flying solo, you'll be right in the heart of the action for a night of great food, entertainment, and impact.

Tickets for Youth 13 and under can be purchased for \$40.00

EVENT TICKETS & TABLES CAN BE PURCHASED @

WWW.LTRA.CA

DONOR INFORMATION:

As a donor, we want to ensure you have all the necessary information to make an informed decision:

- 1. Name of Charitable Organization:** Lethbridge Therapeutic Riding Association
- 2. Cost of Fundraising:** Based upon last years' totals and the dedicated work of our volunteer task force, we anticipate that we will raise approx. 125k from Ride4Dreams at a cost of 27k.
- 3. Contact Information:** For more information, you can contact Kale Hayes, our Executive Director at (403) 328-2165 or via email at: kale@ltra.ca
- 4. Address:** Our main office is located at: 24 205015 Hwy 512. Lethbridge County and our place of incorporation is Lethbridge County, Alberta.

SAVE THE DATES!

**SEPTEMBER
11th & 12th
2026**