



2022 DAHU DERBY DAY benefitting Texas Therapeutic Riding Center



MAY 7TH | 4pm – 7-ish | Honor Equestrian Arena | 3800 Troy Road | Wylie, Texas

Letter from Jennifer Stanley, President of DAHU

The 1st Annual DAHU Derby Day benefitting the Texas Therapeutic Riding Center is holding a Kentucky Derby Day fundraiser Texas-style. The [Dallas Association of Health Underwriters](#) is a leading trade association in the insurance industry and the ONLY association that represents everyone who consumes healthcare. That means you!

We bring agents and brokers together with innovators, entrepreneurs, traditional and ancillary providers, carriers, administrators, technology platforms, human resources, employee benefits administration, and payroll services. Our mission is to ensure that the consumer – whether an employer, employee, Medicare beneficiary, or individual – has knowledgeable professionals in their corner. It is this best-in-class-and-service philosophy that made partnering with the TxTRC a must.

The [TxTRC](#) is a local nonprofit that offers individuals with diverse and special needs, Veterans, and their families the healing power of the horse. Equine-assisted activities and therapies are facilitated by professionally certified staff, well-trained and vetted horses, and passionate volunteers. What better day to bring awareness, raise money, and showcase our partnership than on the Day of the Kentucky Derby? We will have the Derby playing on the big screen, the best barbeque in the country smoked on-site and served Texas-style, face paintings and crafts for the kids, photo booth with the horses, cornhole, horseshoe crafts and toss, and a TxTRC front-row horse show demonstrating the special need for this special need.

What makes this Derby Day different? Well, we don't want to "price out" our community, family, and friends. We want the cost to enter to be affordable for all so that we can bring awareness to the Veterans and Special Needs Children – and their families – who need this service. Once inside the arena, we will have a variety of ways to raise funds, but nothing like what it costs to raise a horse. So, the big money must come from another source.

Unlike Kentucky, our Great State frowns upon gambling, so we are leaving chance out of it. Instead, DAHU wants to go "all in" with you. Let's host a family-friendly event, open to all, cost-sensitive to those we serve in our community, offer a range of on-site charitable opportunities. Here's the way the cards will fall:

1. We get to spend the afternoon with our friends, kids, in-laws, grandchildren, neighbors, clients, and prospects, at a cost-sensitive price, too!
2. We get to have world-famous pit barbeque cooked overnight and on-site by the [Odessa Chuck Wagon Gang](#). The Odessa Chuck Wagon Gang is a non-profit organization of community leaders. My Grandpa is the oldest-living member of the Gang, and Daddy has worked his way up to serving on the line. Like I said, I want to spend my down time with family, not pay extra for babysitters, introduce my Littles to my colleagues, and just be normal.
3. We get to see therapeutic sports riding (TSR) in action, meet the trainers, horses, and beneficiaries.
4. The small business owners, million-dollar employers, and all those in between have opportunities to donate proportional to their generosity and ability. We are also seeking auction items, so please consider this opportunity.
5. All proceeds go directly to the Texas Therapeutic Riding Center.

Partner with us. Partner with the TxTRC. Let's make this a family FUNdraising event, fit for everyone.

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TRIPLE CROWN AWARD		\$6000
Premier Banner Location in front of the World-Famous Odessa Chuck Wagon Gang Feed Line		
Photo in the Winners Circle, featuring the Horse, “Team” and Company Banner, with recognition & lunch for 2 during our June Membership Meeting		
Sponsorship Recognition on TxTRC & DAHU social media, Odessa Chuck Wagon Gang Facebook, and all DAHU Derby Day Marketing Materials		
Premier Logo on all DAHU Derby Day Marketing Materials		
10 Minutes of Mic Time before our TxTRC Horse Demonstration		
Entry for 4 Families		
Put a little swag in a bag for the guests to take with them when they depart		
Kentucky Kiss-a-Horse Photograph		\$5000
Company Banner displayed as part of the photography booth where families can have their picture taken with a horse and purchase for an additional donation.		
Sponsorship Recognition on TxTRC & DAHU social media and all DAHU Derby Day Marketing Materials		
7 Minutes of Mic Time before the Auction closes		
Entry for 3 Families		
Put a little swag in a bag for the guests to take with them when they depart		
Preakness Projector Sponsor		\$3000
Company Banner displayed under the Big Projector Screen where the races will be shown all afternoon		
Logo on all DAHU Derby Day Marketing Materials		
3 Minutes of Mic Time at the end of the Derby		
Entry for 2 Families		
Put a little swag in a bag for the guests to take with them when they depart		
Belmont Banner Sponsors		\$2000
Company signage hung around the horse arena where the TxTRC Horse Show will be held		
Entry for 1 Family		
Put a little swag in a bag for the guests to take with them when they depart		
Derby Day Centerpiece Sponsors		\$1000
Company Cards displayed as part of the Centerpieces on each of the tables		
Put a little swag in a bag for the guests to take with them when they depart		
Pony Swag Bag Sponsors		\$250
Put a little swag in a bag for the guests to take with them when they depart		