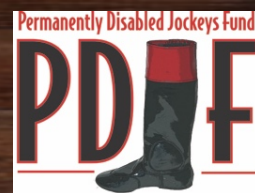


Jockeys and Jeans 2021 Hosted by Monmouth Park For the Benefit of The Permanently Disabled Jockeys'



Jockeys and Jeans to hold its 7th annual gala event at Monmouth Park on September 11th, 2021 from 11:30am to 5:30pm and you can make the difference!

Greetings,

Jockeys and Jeans is sending you a bit of information about our upcoming Jockeys and Jeans event to benefit the PDJF, but first we want to profusely thank you for helping us raise over \$1.4 million for the Permanently Disabled Jockeys Fund, which makes \$1,000 monthly payments to some 60 catastrophically injured jockeys with about 40 being pari or quadriplegics. You have made a huge difference in the lives of those who left much of their lives beneath the horses we all know and love.

On September 11th, beginning at 11 :30 a.m. the all-volunteer group founded by former jockeys, Jockeys and Jeans will hold its seventh annual gala event. The group has found a way to bring Trainers, Owners and Jockeys together to help raise money for our Fallen Riders. Our new classification of Sponsorship honors our outstanding Trainer and Owners and will let the public and the racing world know that we are truly a family.

Our sixth previous events raised over \$1.4 million with 100% of all funds raised going to the 501 c 3 non-profit PDJF. We realize a large number of charities ask for donations, perhaps for more funds than are possibly available. While we applaud their efforts to raise funds to support horse related charities, as far as we can ascertain, we are the only charity using event sponsorships to raise funds for actual humans; ones who are no longer riding horses but wheelchairs.

Again, we thank you for your past generosity, and hope you will again take part in aiding our sport's Fallen Riders.

Kindest Regards,

Barry Pearl

For more information please contact Barry Pearl at 717-503-0182 email :jockeysandjeans@gmail.com or Eddie Donnally at 818-653-3711: email edjockeysandjeans@gmail.com.

Jockeys and Jeans at Monmouth Park

Saturday September 11th, 2021, 11:30am - 6:00pm

Oceanport Avenue, Oceanport NJ 07757

[\(732\) 222 - 5100](tel:(732)222-5100)

TRAINER/OWNER SPONSOR PACKAGE ORDER FORM

Deadline to Submit Order Forms September 7th, 2021

Submit by email to info@pdjf.org Fax to : 630-595-7655

Or mail to P.O. Box 803 Elmhurst, IL 60126

**Submit logos in jpg format on or before September 5th, 2021 to Barry Pearl at
jockeysandjeans@gmail.com**

Please make All Checks payable to the PDJF

_____ **Please contact me as I would like to donate an item for your auction**

NAME OF SPONSOR:

(As it should appear in all print ads. Please print.)

SPONSOR CONTACT PERSON:

MAILING ADDRESS:

(Address to mail tickets and other event-related materials.)

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

CELL PHONE: _____

FAX: _____

2021 Jockeys and Jeans Sponsorship or Donation \$ _____

As a Sponsor do you plan on attending Jockeys and Jeans 2021 Yes _____ No _____

Number of seats included in your package _____ **Extra seats to purchase** _____

Total number of extra seats, \$75.00.00 per seat _____ **Total Package and Seats**

PAYMENT METHOD: please indicate one: CHECK: _____ CREDIT CARD: _____

- Please remit check payments to the Permanently Disabled Jockeys' Fund (PDJF), P.O. Box 803, Elmhurst, IL 60126, prior to the event date.
- Credit card payments can be made by phone by contacting Nancy LaSala at 630-234-6691. Or complete the following:

Name on Credit Card _____

Credit Card # _____

Expiration Date _____ Security Code _____

Please select from one of our packages:

OUTSTANDING TRAINER AND OWNERS SPONSORSHIPS -

All Owners from said Trainer will donate a minimum of \$1500 each to the PDJF through Jockeys and Jeans at Monmouth Park.

The Trainer and Owners will be Recognized as Presenting Sponsor of the Jockeys and Jeans event within all relative media outlets

- Name placed on Jockeys and Jeans sponsor sign
- Recognition on Jockeys and Jeans Facebook and web page
- 16 admissions ticket to Jockeys and Jeans at Monmouth Park includes two tables for 8
- Full page color advertisement in the Jockeys and Jeans Program with all Owners included.
- Inclusion in Jockeys and Jeans Multi-Media Production
- Inclusion in the Jockeys and Jeans race trophy presentation with name and logo included in program
- Company name and logo listed on Jockeys and Jeans Hall of Fame page
- Newspaper advertisements when applicable
- Direct mail and email inclusion
- Press releases
- On-site/event recognition and branding
- Social media postings for Jockeys and Jeans Facebook fans
- Named as presenting sponsor for Jockeys and Jeans, example "Wrangler presents Jockeys and Jeans".

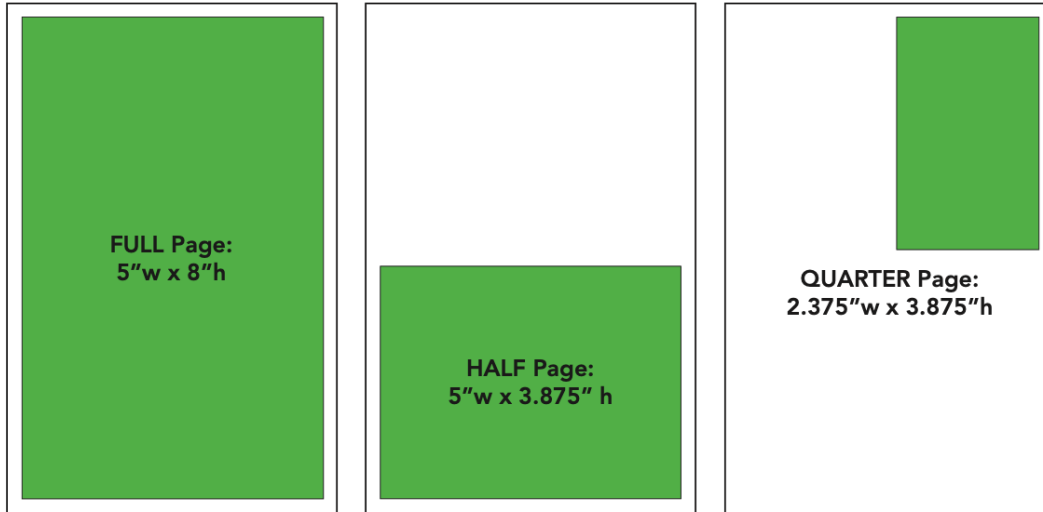
Jockeys and Jeans Representative: _____

Hall of Fame and Fallen Riders





8.5 x 5.5 BOOKLET AD SIZE SHEET



Guidelines for Ads

To ensure maximum quality and avoid printing problems, please follow these guidelines for creating your ads.

- Design your ad using one of the above sizes.
- High resolution PDF files are preferred, although JPEG, EPS, PNG or TIF files in high resolution are also acceptable.
- Other formats and scannable originals may be used but the quality will not be as high.

*Ad sizes above have been scaled down to show placement. Please follow dimensions under page graphic for correct size.
Ads do not bleed.*

We Can Design Your Ad for You

Pick a size from the above options and then:

- (1) Provide us with copy for what you would like your ad to say.
(Keep in mind the size you have chosen. Quarter page ads look best with only a few lines of copy.)
- (2) Want a photo in your ad? E-mail us a digital file (jpeg works best) or provide a quality photograph we can scan.
- (3) Sit back and let us do the work! We will provide you with a cost for your design before we start so you can decide if this is an option for you!

ehsprogram01@gmail.com

