FILMS FOR A CAUSE

PARTNERSHIP PROPOSAL

WAR HORSE
A VIRTUAL FILM EVENT
**Program:** A three-day exclusive access sub-channel on the Equus Film Festival streaming network, headlined by the epic adventure *War Horse.*

**Dates:** June 24 - 26, 2022

**Platform:** A designated sub-channel on the Equus Film Festival Channel, solely for usage by Brooke USA. In addition to *War Horse* the channel will feature additional documentaries, interviews and entertainment.

**About the Movie:** This tale of incredible loyalty, hope, and tenacity, directed by legendary director Steven Spielberg has continued to wow horse lovers and audiences around the world. Based on the Tony Award-winning Broadway play and set against the sweeping canvas of World War I, this deeply heartfelt story begins with the remarkable friendship between a horse named Joey and his young trainer Albert. When they're forced apart by war, we follow Joey’s extraordinary journey as he changes and inspires the lives of everyone he meets. Filled with spectacularly rich visuals *War Horse* is a “Genuine movie masterpiece,” (Rex Reed, The New York Observer) and one of the most powerful and moving stories of friendship ever told.

**The Legacy:** Brooke USA works hand-in-hand with Brooke: Action for Working Horses & Donkeys and is founded on the legacy of Dorothy Brooke.

In 1930, wealthy Scottish socialite Dorothy Brooke followed her husband to Cairo, where she discovered thousands of suffering former British war horses leading lives of toil and misery. Brought to the Middle East by British forces during the Great War, these ex-cavalry horses had been left behind at the war’s end, abandoned as used equipment too costly to send home.

We celebrate her life and legacy during the month of June, and we acknowledge her tireless work and passion as she rescued these noble creatures. After years of deprivation and suffering, Dorothy was able to provide respite in the Old War Horse Memorial Hospital, which she established in Cairo. She faced many challenges founding and maintaining an animal-rescue on this scale, but she never wavered, and the legacy of the Old War Horse Memorial Hospital and its founder endures today in the work of Brooke and now, Brooke USA Foundation. Join us in celebrating her life and legacy by lighting a candle, eating cake, and watching *War Horse.*
last films for a cause

SUMMARY

In 2020, Brooke USA Foundation hosted our first Films For A Cause Event. The event raised more than $15,000 for working equines and the people who depend on them. The event received wonderful reviews, and the Equus Film Festival added sponsor content to the channel, as well as showcasing the work of Brooke USA. We need your corporate support to make this event an even greater success. We are hoping to raise $35,000 this June in honor of Dorothy Brooke and all of the forgotten war horses.

2022 TICKETS

$35
General Admission

$165
VIP Admission

let them eat CAKE

VIP Admission includes one access code and home delivery of an exclusive Caroline’s Cakes (one of Oprah’s Favorite Things), designed and benefitting Brooke USA and the many programs funded across the globe.

Each cake features seven layers of moist yellow cake layers filled with Caroline’s famous “melt-in-your-mouth” Caramel icing. A traditional Southern favorite, this cake may be frozen and refrozen for up to six months, giving you the luxury of elegant entertaining at your finger tips. Dorothy's birthday is June 1, so let’s light a candle and celebrate the month of June in her honor.

your support

WHY IT MATTERS

More than 100 million working horses, donkeys & mules support 600 million of the world’s poorest people. Many of these people live on less than $2 a day, and without their working equine cannot complete household tasks such as fetching water to cook, clean and sanitize; are unable to bring goods to market; provide education for their children; and ensure a livelihood for their families.

films for a cause

Directly supports Brooke USA's mission to end the suffering of working equines and the people who depend on them to survive. Together we can empower equines and empower people.
UNDERWRITING OPPORTUNITIES

with your help, we can make 100% of proceeds benefit Brooke USA

- Film Festival Hosting - $5,000
- Caroline's Cakes - $3,000
- Video Production - $2,000
- Shipping Costs - $1,000
- Remembrance Notecards - $750

AVAILABLE SPONSORSHIPS

As a $2,000 partner, your company will receive:

- 2 VIP access tickets
- 2 30-second commercial spots (to be placed before or after additional documentary or entertainment content)
- Logo, name, and website link on promotional material, social media channels, and website
- Featured mentions in promotions to all Equus Film Festival Channel subscribers
- Featured mention in press releases for the event

As a $1,000 partner, your company will receive:

- 1 VIP access ticket
- 1 30-second commercial spot (to be placed before or after additional documentary or entertainment content)
- Logo, name, and website link on promotional material, social media channels, and website
- Featured mentions in promotions to all Equus Film Festival Channel subscribers
- Featured mention in press releases for the event

As a $500 partner, your company will receive:

- 2 general admission tickets
- Logo, name, and website link on promotional material, social media channels, and website
- Featured mentions in promotions to all Equus Film Festival Channel subscribers
- Featured mention in press releases for the event

JOIN THE VIRTUAL EVENT TODAY

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