

2019 THEME  
**SUPER HEROINES AND HEROES!**



Woodside Day of the Horse

October 11-13, 2019

# Woodside-area Horse Owners Association

## What is WHOA!'s mission?

WHOA! is an advocacy organization whose mission is to preserve the fundamental role of horses in maintaining the rural character of the Town of Woodside and neighboring foothill communities and to celebrate the area's rich equestrian heritage.

## What are WHOA!'s goals?

- Advocate awareness, appreciation and enjoyment of horses by organizing annual public equestrian events and other activities.
- Facilitate communication among equestrian organizations and coordinate action on significant issues affecting the keeping of horses and maintenance of trails within the Woodside area.
- Enhance communication between equestrians and non-equestrians.
- Inform residents and visitors about equestrian safety concerns and educate them about trail etiquette.
- Preserve the rural ambience of the Woodside-area by actively promoting the restoration and use of barns.

## What has WHOA! accomplished?

WHOA! has championed local horse projects including providing donations of over \$220,000. Accomplishments include:

- planning and organization of the Woodside Day of the Horse.
- formation of the Folger Stable Committee to protect and restore the Folger Barn in Wunderlich Park.
- preserving and maintenance of trails and horse habitat including Woodside town trails.
- publication and distribution of informational leaflets: "Woodside is Horse Country" and "What a Difference a Horse Makes."
- creation of the WHOA! website - [www.whoa94062.org](http://www.whoa94062.org) - for information, education and call to action.
- supporting summer camp opportunities for children at-risk and riding lessons for disabled war veterans and foster children & youth in San Mateo County's CASA program.
- creation of the WHOA! Hall of Fame Award recognizing contributions to the equestrian community.

## Day of the Horse Activities



Wells Fargo Stagecoach



Equine Arts & Crafts



Pony Rides



## Thanks to our Sponsors The Woodside-area Horse Owners Association has been able to support these projects

★ Folger Stable Renovation .....	\$32,302
★ Town of Woodside Pedestrian/Equestrian Trail Maintenance .....	\$31,000
★ Wunderlich Public Arena Repair/Upgrade .....	\$30,000
★ San Mateo County STAR Camp for youth .....	\$38,700
★ San Mateo County Parks & Mid Peninsula Regional Open Space (MROSD) Trail creation and maintenance .....	\$25,000
★ Wunderlich Upper Alambique Trail .....	\$10,000
★ Healing Hearts with Horses riding program for CASA kids (CHAPS) .....	\$12,900
★ Horses for Heroes riding programs for wounded Veterans (CHAPS) .....	\$12,900
★ DART-CERPP Large Animal Rescue Equipment .....	\$6,500
★ Veryl Goodnight Bronze Sculpture "Spring & Sprite" .....	\$5,000
★ Sunrise Horse Rescue – equine re victims .....	\$5,000
★ Hitching racks – Bill Lane, Alice's Restaurant, Jack Brook /Pescadero Creek .....	\$4,265
★ Woodside Junior Riders Program .....	\$4,127
★ National Center for Equine Facilitated Therapy (NCEFT) .....	\$3,800
★ Riley's Place .....	\$1,000
★ San Mateo County Horsemen's Horse Shows .....	\$1,500
☆ Town of Woodside Pledge for Center Trail & Bridge .....	\$25,000

**Total \$223,994**

## Why Horses?

Ask anyone with horses in their life, and you're likely to hear a lengthy list of all the ways horses enhance their life. You could say that horses are the super heroines and heroes in our community.

**Horses enhance life.** They provide companionship and recreation, from the backyard pet or retired horse, to competition horses, trail horses, and more. Therapy horses of all kinds make life better for countless families whose children may have physical, mental or emotional challenges, and for veterans dealing with the wounds of war, both visible and hidden from sight.

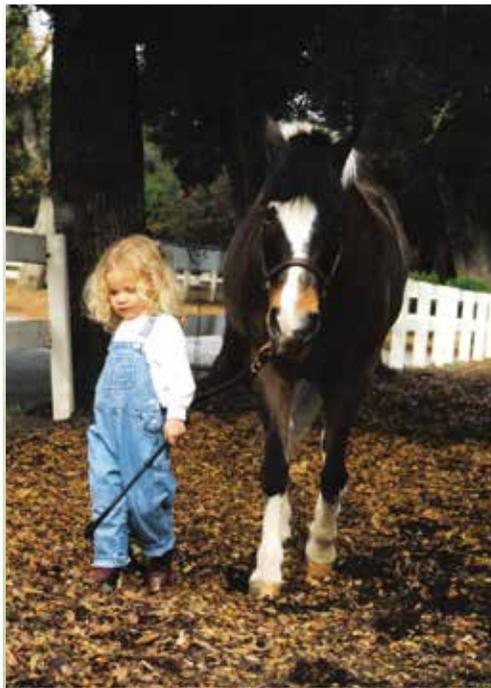
**Horses bring us closer to nature.** Whether that's a neighborhood trail ride of experienced equestrians, or an urban school class visiting the local riding academy for an introduction to horses, time spent in nature with horses is always time well spent.

**Horses create community.** Bonding with fellow trail riders, supporting stable mates at a competition, or trading vacation horse care with a friend, the relationships forged between people who share their love of horses can dig deep roots and last a lifetime.

**Horses help us stay fit.** Riding horses is exercise, as well as recreation. As well as burning up to 7 calories a minute, there's evidence to support riders' claims that horseback exercise increases cardio fitness, strength, and flexibility, as well as better reflexes, balance and coordination.

**Horse time has psychological benefits.** Time spent riding, grooming or just hanging out with horses is the reason behind the old saying attributed to Winston Churchill, "There is something about the outside of a horse that is good for the inside of a man."

**Horses provide stress relief** that's a complete contrast to the high stress, high stakes lifestyle so prevalent today. Even an hour of barn time or saddle time gives riders a mental break and a change to reconnect with something they love, an opportunity to recharge their mental batteries.



**Horses give us a unique social life.** There's the camaraderie of like-minded friends on a trail ride or the club gatherings for special events, the challenge of competition among friends on the show circuit or discovering a shared love of horses among strangers in a different country. The social connection among horse people turns strangers into friends and can create bonds to last a lifetime.

**Horses help humans in so many ways.** Let anyone who thinks the horse's days of helping humankind are past visit a therapeutic riding center, a summer pony camp, or a busy show barn when adult amateurs are riding after work. Then, it's clear that horses play important roles in our lives.

## Woodside Day of the Horse

**Woodside Art of the Horse Friday, October 11 | 6pm-8pm**

The festivities begin with a reception for the winners of this new equine art contest at the historic Independence Hall in Woodside Town Center. A Youth Art Show will take place the entire weekend at the Woodside Village Church.



**What is the Progressive Trail Ride? Saturday, October 12 | 11am-3pm**

Over 200 riders and their horses travel the Woodside Town Trail System via an official map provided to registered participants. They are dressed in costumes reflecting the year's theme, and are "fed and watered" at designated stops along the way. The ride concludes at the Mounted Patrol grounds, where horses are blessed and prizes collected. The Mounted Patrol of San Mateo County "End of Trail" offers food for riders, sponsors, volunteers and their guests.

**What is the Horse Fair? Sunday, October 13 | 10am-2pm**

Held at Woodside Town Hall, the Fair is educational and fun, showcasing local horse organizations and riding programs. Over 1500 people (toddlers through preteens and their parents), attend this horse-themed "block party" which includes educational exhibits featuring live animals, a blacksmith, and various activities including art related projects, rides on ponies and the spectacular Wells Fargo Stagecoach.

**Who sponsors Day of the Horse?**

WHOA! and The Town of Woodside are joined by local and regional businesses that make donations and provide gifts for participants and promotional items. Local residents are also very enthusiastic supporters.

**How can I participate?**

Volunteers, funds and in-kind donations help create an event with a unique personality that also raises money for community causes. To be part of the fun visit our website or send an email to [whoa94062@sbcglobal.net](mailto:whoa94062@sbcglobal.net).

Visit our *NEW* website to donate online or see photos and information about our history, activities and future plans. Join us on Facebook to stay in touch!

[www.whoa94062.org](http://www.whoa94062.org)

Visit our  
NEW  
Website!

## Equine Services for the Community



SMC Mounted Search and Rescue Unit



Ensuring a Safe Ride!

# Join Your Community in Supporting "Woodside Day of the Horse"

## Our 2018 Event Sponsors

### Grande Champion



### Platinum Stirrup

Ann & Jim Olstad • Barbara & Stuart Phillips • EPONA • Maggie & Thomas Bedecarre  
Portola Valley Feed • Roberts of Woodside • Sarah & Doug Rivers • Scott Cook, Signe Ostby and Family  
The Lang-Levenson Family • Tom Shanahan, Horse Park Polo

### Golden Trophy

Alain Pinel Realty/Bill Lewis • Alan Steel Supply & Company-Adeline & Alan Forrest • Ann & Tom Livermore  
Anne Van Camp & Peter Van Vlasselaer • Bert Torres/Irvin, Abrahamson & Co., CPAs • DJ Balling Company  
Don DeFranco • Equikneads – Kristina Chancholo • EQyss Grooming Products, Inc • Fawni and Larick Hill  
Heather Hill Riding Center • Horse Park at Woodside • Hugh Cornish, Coldwell Banker • J.D. Warren  
Jennifer Maw, MD, EARS, Inc. • Karie and David Thomson-Pie Ranch • McManis Faulkner  
Mounted Patrol Foundation of San Mateo County • Nanodimensions, Inc. • Pastorino Hay & Ranch Supply, Inc.  
Platinum Performance, Inc. • Putnam Subaru and Mazda of Burlingame • Starwood Equine Veterinary Services –  
Kelly Zeytoonian, D.V.M. • Steinbeck Country Equine, Inc. • Steve Wiberg Horseshoeing • Sweet Beau Ranch  
The Clement Hotel Palo Alto • The Village Link • Woodside Community Foundation

### Silver Concho

Anonymous • Adolph S. Rosekrans • Atkinson, Glenn & Nancy – Portola Farms • Bayhill Equine • Brad & Helen Miller • Buck's of Woodside  
Butch Coggins Horseshoeing • Custom Covers by Cheryl • Dover Saddlery • Elk Grove Milling • Emily Joubert • Faye and Emmet Brophy  
Fox Landscape & Irrigation • Friends of Huddart & Wunderlich Parks • Gilbert's Hotel Pioneer Saloon & Firehouse Bistro • Hill Country BBQ  
John Matheny • Ladera Garden & Gifts • Libby Kurtz-Wright Popcorn & Nuts • Los Viajeros Riding Club • Majesty's • Malcolm MacNaughton  
Parkside Grille • Patty & Greg Raleigh • Peninsula Equine Medical Center • Robin & Phillip Whalen • San Mateo County Horsemen's Association  
(SMCHA) • San Mateo County Parks • Sheraton Palo Alto • Spring Down Equestrian Center • Sumita Dutta • Sundance Steak House  
Sypolt Insurance Services, Inc. • T. Peter Thomas and Jacqueline Stewart • The Silicon Valley Leathercraft Guild • The Village Bakery  
To The Point – Judith Schwartz • V & V RV & Trailer Sales • Webb Ranch • Western Saddlery • Westin Palo Alto • ZUM

### Rusty Spur

A. Corona Horseshoeing • American Debris Box Service • Barbara Beasley • Blockhouse Real Estate-Sandie & Brian Pugh  
Cameron Veterinary Clinic • Canada Cleaners • Carol and Bob Pilch • Cindy Sadtler • Dan McGarry Productions • Dennis & Linda Papp  
Elizabeth & George Pavlov • Elizabeth A Guillaumin, MD • Elizabeth C. Murray • Geoffrey and Gina Baldwin • Green Truch Debris Service  
Jackie Nicholson • Jo Egenes/Olive Hill Farm • Johanna & Geoffrey Knapp • Marian Mara • Mary Hufty and Daniel Alegria  
McFarlane, Cazale & Associates • Michael and Barbara Calbert • Mrs. Pastures Horse Cookies • Nancy Elliot, D.V.M. • Nancy Reyring  
Noel Moody • Noreen Ikeuye • On a Lark Farm • Phyrne Osborne • Pt. Reyes Country Inn & Stables • Ramona Martinez • Rancho Oso  
Rick George • Sara Jorgensen • Sharon Himmebrook • Stefanie & William Trenchard • Sue Boynton  
The Sea by Alexander • Victor Aenlle • West Coast Tree Care, Inc.

### Hoofprint

Alice's Restaurant- located at the top of the hill in Woodside • Andy Jurian/Crystal Geyser Water • Beh Perrell  
Betty George Bialek • Christine Dowd • GR8WORK Builders • Jen Basiji • Karen Kinney Gregory • Kathryn & Samuel Felix  
Leslie & W. Wraith III • Lisa Kingshill • Margaret Mah • Mountain House Restaurant • Nola Masterson – Science Futures  
Peter Bullock • Redwood Grill • Robin Bacon • The Little Store

## 2019 Sponsorship Levels & Benefits

### Diamond Studded Horse Shoe \$20,000+ (benefits below +)

Selected naming opportunities  
Unique recognition on the WHOA! website and other internet channels for 12 months  
Individual page on the WHOA! website  
Two-page, center spread in Resource Book and two additional pages  
Banner at preceding events  
Major presence at both venues

### Silver Saddle \$10,000-\$19,999 (benefits below +)

Priority for booths and/or exhibits at all event venues  
Two-page spread in Resource Book

### Silver Buckle \$7,500-\$9,999 (benefits below +)

Ad in internet communications

### Grande Champion \$5,000-\$7,499 (benefits below +)

Press release announcing sponsorship and mention in continuing PR  
Placement of banner (sponsor provided) at event in multiple locations  
Recognition on banner provided by WHOA! at Horse Fair and Mounted Patrol  
Major sponsor status on all promo materials for the event - print & internet (logo when applicable)  
Logo on WHOA! website home page  
Full-page ad in Resource Book - preferred placement

### Platinum Stirrup \$2,500-\$4,999 (benefits below +)

Listing on promotional materials for the event - print and internet

### Golden Trophy \$1,000-\$2,499 (benefits below +)

Full-page ad in Resource Book  
Placement of banner (sponsor provided) at event  
Link from the WHOA! website

### Silver Concho \$500-\$999 (benefits below +)

Booth or exhibit space at either venue  
Sponsor a ride stop on the trail ride  
Half-page ad in Resource Book

### Rusty Spur \$200-\$499 (benefits below +)

Business card ad in Resource Book

### Hoofprint \$50-\$199

Name in sponsor listing in the Resource Book and WHOA! website  
Business card and /or flyer in riders Gift Bag

## Additional Opportunities Depending on Level

Underwrite caps for the riders with your logo  
Underwrite volunteer Gift Bags with your logo  
Underwrite costume prizes  
Underwrite specific events or activities at the Horse Fair  
Donate prizes or gifts for the Horse Fair and Rider Gift Bag  
Exhibit booth at Mounted Patrol or at the Horse Fair

**Want something different? We are open to your creativity!**



Your Support Does Make a Difference!

October 11-13, 2019



2995 Woodside Road, Suite 400-466  
Woodside, California 94062  
[whoa94062@sbcglobal.net](mailto:whoa94062@sbcglobal.net)

This event is made possible by:



Featuring Super Girl and Comet



"Petra Beltran and her Horse Ariosa"  
Photo by Debbie Hansen



I have a special request *(please specify)* \_\_\_\_\_

I will make a donation of Goods or Services:  YES *(please specify)* \_\_\_\_\_

Please contact me regarding advertising, participation at the event, donation of goods, banner displays, etc.

I would like to volunteer  Please send me material to promote the event

## Donate by Check or Online



Please make checks payable to:  
"Woodside Community Foundation - WHOA!"

Donate Online (via Woodside Community  
Foundation) Click "DONATE " on the  
WHOA! website

[www.whoa94062.org](http://www.whoa94062.org)



WHOA! is under the fiscal umbrella of the Woodside Community Foundation, a 501(c)(3) non-profit organization, and as such is eligible to receive donations that are tax deductible as allowed by law. Federal Tax I.D. 94-6108531

*Please note that certain sponsor benefits are available according to print deadlines.*

*If you have any questions, please email [whoa94062@sbcglobal.net](mailto:whoa94062@sbcglobal.net)*

*Thank you!*

*more instructions - see over* ☒