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And Now A Word From Our Sponsors

Menlo Charity Horse Show Honors Sponsors at Four Seasons Silicon Valley
Alden Corrigan for PhelpsSports.com



Lollipops ala Four Seasons

Each year the members of the Menlo Charity Horse Show Committee hand over one very large check to beneficiary Vista Center for the Blind and Visually Impaired. How big? Last year's check was \$470,000.

Last night a party honoring the sponsors, who are the lifeblood of the horse show, was held at The Four Seasons Silicon Valley, also a sponsor of the horse show. If the rooftop pool setting on a crystal clear 80 degree night is any indication of how 2008 is going to play out for Menlo, it's going to be a banner year.



*The Menlo Charity Horse Show
Committee*

requests the pleasure of your company for

Wine and Hors d'oeuvres

to honor

Diamond, Platinum and Gold Sponsors

*Tuesday, June 17
5:30 to 7:30 p.m.*

*Hosted by
Four Seasons Silicon Valley
Poolside*

2050 University Avenue, East Palo Alto

*Rsvp - Bridget Madigan
650.366.4091/madigan6@aol.com*

*Menlo Charity Horse Show benefits
Vista Center for the Blind and Visually Impaired
2470 El Camino Real, Palo Alto
413 Laurel Street, Santa Cruz*

Sponsor invitation



Papaya, cantaloupe and honeydew sushi



MCHS Sponsor party risotto

The lines between Horse Show Committee Members, Sponsors and Vista Board Members are quite blurred, as many attending belong to all three facets, and most guests to at least two of them.

Combine a group of 100 sponsors with over 150 dedicated volunteers, lead by a Chairwoman and five Co-Chairs, and you have a recipe for success.

I had the opportunity to speak with Betsy Glikbarg, Chairwoman of the Menlo Charity Horse Show, Tracy Mercer, General Manager of the Four Seasons Silicon Valley, and Pam Brandin, Ex-Director of Vista. Three successful people, who give three perspectives on giving back.



Pam Brandin & Betsy Glikbarg

Betsy Glikbarg-Chairwoman & Founder, Menlo Charity Horse Show:

Why is having a sponsor party so important each year?

To say thank you to the sponsors.....Because without them, we would not be able to continue to be the #1 horse show that we are. They make it all possible. Our prizes are tops, our riders are tops, our location is tops. And.....they are our bread and butter. Without them, critical help and programs that Vista Center for the Blind and Visually Impaired offers, would be drastically reduced.

I would like to say thank you to the Four Seasons, for throwing a fantastic sponsor party, and helping us keep our costs down by hosting the party, so we would not have any out of pocket expenses. They did an amazing job!

Why hold a sponsor party prior to the show?

We want them to know how much we appreciate them.

Speaking of budgets, what percentage of the operating budget comes from sponsor donations?

The horse show generates 25% of Vista's budget



Suzanne Richman MCHS, Kris Forbes, MCHS, Lindy Sherwood-Coombs, Sponsor



Susan Martin MCHS with Sydney Brown Neiman Marcus, Sponsor

Where are MCHS sponsors from?

From Florida to California, but mostly from Northern and Southern California. We have in-kind donations from as far away as Texas.

How many sponsors are on the Horse Show Committee as well?

Twenty one

How many sponsors attended last night?

8 new sponsors, and that's part of the reason we like to do it. The sponsors that have done it for many years come about every other year. But we had about 75 people last night

Menlo raised \$470,000 for Vista Center for the Blind in 2007. How in this economy, year after year, is Menlo able to raise so much money?

Because we're not just another horse show. We are an event that goes on for 6 days. We offer wonderful publicity for the corporations. If you have a sponsor jump, it's in or around the ring for 6 days. It's a lovely way to give back to the community in which you live. Almost everyone can identify with blindness or being visually impaired.

If anyone reading this article wants to become a sponsor for 2008, is it too late?

It's never too late to sponsor or help a blind or visually impaired person.



Kelly Nelson Director of Marketing & Tracy Mercer General Manager Four Seasons with Betsy Glikbarg

Tracy Mercer-General Manager, Four Seasons, Silicon Valley

How did you become involved with the Menlo Charity Horse Show?

As the hotel was under development, we felt the longevity of both the Vista Center and the Horse Show provided an attractive way to show our commitment to the communities of Palo Alto and Menlo Park and to the charity they embrace.

What made you take that relationship to the next level and become a corporate sponsor?

The impact of our association with the Vista Center participants on our restaurant Quattro, our Spa and their support of Four Seasons Hotel Silicon Valley prompted a closer relationship and more active involvement . . . and frankly, we enjoy the partnership.

I understand you are having a jump built for the 2008 show, can you tell us what it might look like, or is it a secret?

Yes, well, we're planning to construct a replica of the hotel that will not only provide a jump for the horses, but they can also check in and stay overnight . . . our beds are very restful.



Terry Brown, General Manager Neiman Marcus



Margaret & Craig London Sponsors and Juno Szalay MCHS

Last night's event was amazing. Let's start with the menu. What was served?

We greeted everyone with Champagne, a fresh Chardonnay and our famous Cosmos, then rolled in a Summer Poolside theme with White Gazpacho (made with white grapes), Tuna and Mango Tartare, Peking Duck Chinese Salad, English Pea and Mint Risotto, then topped it off with Fresh Fruit Sushi.

How many people attended?

Approximately 75, and those who missed it are already regretting....

How many of those attending had been to the Four Seasons Silicon Valley before?

Most are friends and family to the hotel, but for some, it was their first visit to our Poolside venue.

Will you be offering a special horse show rate during the week of Menlo, for the out of town owners, riders and spectators?

Of course. Attendees should call 650-566-1200 and ask for the Menlo Charity Horse Show Room Block.



Dave & Lynne Heppberger, Bob Bryant, Bob & Pat Flury Sponsors



Sponsor Jennifer Chicconi

What is the best kept secret about the Four Seasons Silicon Valley?

We just opened our Poolside venue, "Liquido" for alfresco lunch daily, cocktails and sushi on Friday and Saturday nights through the Summer Season!! It's an OASIS in your own back yard . .

What is your favorite thing about coming to work in the morning?

The sights, sounds and smells (freshly baked croissants and muffins!!) of a leading hotel in the epicenter of moving and shaking in Silicon Valley!

How often will we see you out at "Menlo" during the horse show?

I've started my riding lessons already, I should be "jumping" by August!!



Catherine Harvey MCHS & Hillary Holmquest Vista

Pam Brandin-Ex-Director of Visa Center for the Blind and Visually Impaired:

What does the Menlo Charity Horse Show mean to Vista?

The Vista Center budget this year is \$2.5 million, and with almost \$500,000 coming from the Horse Show -- it's clear to all of us here that we couldn't provide our services without the show, or especially without the sponsors. The sponsors are incredibly generous, and so many are deeply involved in making the show happen -- we are doubly indebted to them!

The Menlo Charity Horse Show has benefited our agency since about 1988, or for twenty years. In that time we've served thousands and thousands of individuals who are blind or visually impaired, and who have had their lives given back to them by the services we've provided. The Horse Show is an integral part of all that we have been able to do to change these lives in such a dramatic way.

An added benefit of the sponsor party is the opportunity to talk to sponsors in more depth about Vista Center's services, and help them to "see" what their support means to so many people.

Photos by: Chris Schmauch - www.GoodEyePhotography.com