

## JUNE FETE FAIR

BENEFITS JEFFERSON HEALTH – ABINGTON

# June Fete Horse & Pony Show 2023 Sponsorship Opportunities



[Jefferson.edu/JuneFete](https://Jefferson.edu/JuneFete)

Facebook: [AHFWomensBoard](#)

Instagram: [@junefetefair](#)

## June Fete 2023 Executive Committee

**June Fete Chair:** Susan Asplundh

**June Fete Vice-Chair:** Erin Kelly

**Horse & Pony Show Chairs:** Jennifer Southerling, Catherine Verdeur

**Women's Board President:** MaryAnn Watson

**Bruce and Judi Goodman Senior Vice President,**

**Regional Advancement:** Jill Kyle

## NEW THIS YEAR!

- Improved footing in the Dixon Ring
- Easy gate entry for large trailers

## Message from the Horse & Pony Show Chairs

### Welcome, Prospective Sponsor!

A Women's Board signature event for over 100 years, the June Fete is an old-fashioned country fair with amusement rides, carnival games, a variety of entertainment, delicious festival food and treats, and vendors for shopping. Held all day on Saturday, the Horse & Pony Show features fun competition for local equestrians of all ages. The Women's Board and Auxiliaries are currently hard at work planning this year's event, which is sure to be a success! Will you please help us continue our tradition of exceptional equestrian competition and family fun by being a sponsor this year?

Last year was our first year back after two years off due to COVID. Our goal for the 2023 Horse & Pony Show is to attract more local barns and riders, thus increasing the volume of entries while also serving those learning to ride. On Saturday, June 10, 2023 we look forward to hosting riders of all ages across various divisions, as well as Pegasus Therapeutic Riding Academy, within the three rings on the June Fete fairgrounds.

Maintaining the safety of our riders and their beloved horses and ponies has been our first priority during the off-season. We are pleased to share that new improved footing in the Dixon Ring will be completed this spring, just in time for this year's show.

Proceeds from the show will support the Durham Fund of Nurse Wellness at Jefferson Health Abington. The fund seeks to address systemic changes within the nursing profession by prioritizing nurse wellness and resilience through initiatives that foster a positive, supportive, and healthy work environment. The Durham Fund will improve nurse ratios and enhance recruitment and retention at Jefferson Health - Abington through programs that aim to normalize well-being and improve overall wellness in the workplace.

With your help and dedication, the June Fete Horse & Pony Show can continue to thrive. Please review the sponsorship opportunities included in this brochure and contact the AHF Women's Board office with any questions. Thank you in advance for your support and look forward to seeing you at the June Fete Horse & Pony Show on June 10<sup>th</sup>.

Sincerely,

**Jennifer Southerling and Catherine Verdeur**  
June Fete Horse & Pony Show 2023 Co-Chairs







## June Fete History

### Founding Members

Our organization began with a community vision—the need for a local hospital in Abington. In 1912, there was a call to raise funds to establish the hospital, and women in the surrounding communities gathered together to answer that call. Three key founding members were instrumental in bringing this vision to life: Mrs. Charles Kruger, the first president of the Women’s Board, who worked diligently to create community support in all the surrounding neighborhoods of the hospital; Natalie Fox Elkins, the wife of Abington Memorial Hospital’s first president, George Elkins, Jr., who served as “the eyes and ears” for identifying hospital needs and was an honorary second Vice President of the Women’s Board throughout her lifetime; and Louise Elkins Sinkler, daughter of Abington Memorial Hospital founder George Elkins, Sr., who dedicated more than 60 years of service to the Women’s Board. Through their skillful organization of early fundraising efforts and securing community donations, Abington Memorial Hospital opened in May of 1914 with all patient amenities in place.

### 1910s: Fair Origins

The June Fete Fair’s humble beginnings took the form of street fairs, lawn fetes, and holiday bazaars held to raise funds for the hospital opening. In 1913, the Women’s Auxiliary voted to use their past successes as a basis for creating a major annual fundraising event. The Elkins family generously offered their estate as a location for a June event.

The 1913, Garden Party Fair must have been a sight to behold: the sweeping landscape of the Elkins Estate, Latham Park, complete with beautiful English gardens, manicured lawns and festive booths; both coaches and “new-fangled” cars streaming through the gate and up the long drive as patrons arrived; ladies in lawn dresses with fancy umbrellas, men in bowler hats, and children brimming with excitement; booths offering fresh produce, flower marts, and games offered; the terrace of the mansion set for refreshments and afternoon tea.

The annual Garden Party Fair continued with new attractions added each year. In 1918, Mrs. George Horace Lorimer volunteered to be chairman. She introduced the idea of an annual theme and was responsible for the name “the June Fete.” She served as chairman for 16 years and dedicated herself to elevating the June Fete into a lavish East Coast event, attracting patronage from around the country.

### 1920s: June Fete Dress and More

In 1921, a fashion show was added and soon became the premier attraction of the fair. The June Fete Dress, featuring New York designers and young debutante models, became a major fundraising event for decades. Each year, a new design was released and sold at the fair, becoming a staple fund-raising item for decades. The tradition ended in the 1960s when production costs became prohibitive. In 1922, the Pony Show was added, followed by the Horse Show in 1923; both became a permanent fixture of the fair.

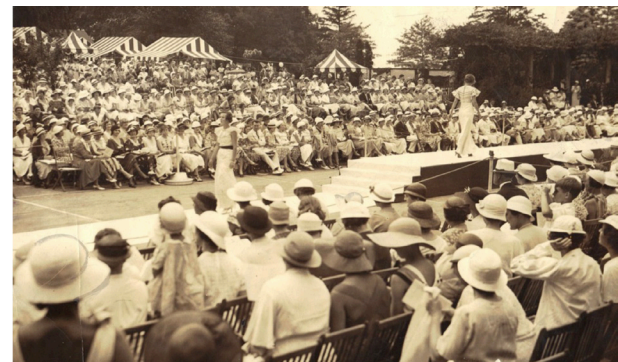


### **1930s: From Estate to Estate**

During the 1930s, the location of the fair moved among many grand local estates including "Lindenhurst," the John Wanamaker Estate; "Ashbourne Hall," the William Elkins Estate; and "Crosswicks," the Clement Newbold Estate. The annual June Fete had become so well known that Pathé News, a noted producer of newsreels and documentaries from 1910 to 1970, filmed the event; the "runners" were distributed to movie theaters around the country. The Silver Jubilee, the event's 25th anniversary, was celebrated in 1938.

### **1940s: "Imaginary Fairs"**

By the 1940s, the Depression and the advent of World War II took their toll on volunteer support for the fair. Using great ingenuity, the women held "Imaginary Fairs" in 1943 and 1944, during which donations were sought without the need for attendance. An astounding \$38,000 was realized as the community rallied around this cause. As the war ended, the fair returned to its former stature, once again with the help of the Elkins family, who offered their "Justa Farms" property in Huntingdon Valley as a new site. It remained there for the next ten years. Sporting its own racetrack, a large lake, and acreage sufficient to accommodate horse shows, dog shows, and car shows, this proved to be an ideal new location for introducing many novel activities never before seen at the fair, such as fishing contests and a mini go-cart track for kids.



### **1950s: Donation of "June Fete Farm"**

With the formation of auxiliary units in 1950, a host of community volunteers were added, and with their support came fresh ideas and much enthusiasm. The auxiliaries assumed responsibility for chairing many of the booths. The June Fete Dress committee expanded its line to include men's and children's clothing. An annual catalog was published and sold, highlighting both the hospital and the Women's Board and its Auxiliaries.

In 1955, an impressive parcel of land was generously donated by the Pitcairn family to serve as a permanent location for the June Fete Fair and Horse & Pony Show. Dubbed the "June Fete Farm," it became the permanent home of the fair.

For the next decade, the auxiliaries hosted "A Day in Willow Grove Park" for the surrounding schools, featuring guest appearances by celebrities such as Dick Clark, Bert Parks, Sally Starr, and Captain Noah.

## 1960s and Beyond

Community involvement and support for the fair hit an all-time high in the early 1960s. The Golden Anniversary of the June Fete Fair was celebrated in 1963.

As one of the earliest continuously-running fairs in Montgomery County, the June Fete Fair annually draws more than 25,000 community members throughout the weekend. We are proud of the rich history this fair has brought to our community. The dedication of all the thousands of volunteers working towards a common goal for more than 100 years is unmatched!

Today, our organization continues to build on the strong vision our founders created and is dedicated to continuing volunteer service and fundraising for Jefferson Health – Abington. The Abington Health Foundation Women’s Board extends its gratitude to all the women, their family members, and the community volunteers who have joined us in our mission. The Women’s Board and its Auxiliaries is proud of its past, delighted with its present, and enthusiastically looks toward the future.



[Jefferson.edu/JuneFete](http://Jefferson.edu/JuneFete)

## About the Pegasus Therapeutic Riding Academy

We are excited to welcome Pegasus Therapeutic Riding Academy to the June Fete Horse & Pony Show this year! They are a 501(c)3 non-profit organization in Philadelphia, PA dedicated to providing therapeutic horseback riding programs and equine-assisted activities and therapies for children and adults with disabilities, diagnoses, and those in at risk populations. Pegasus is a PATH International (Professional Association for Therapeutic Horsemanship) Premier Accredited Center and a member of the PA Council on Therapeutic Horsemanship. As the city’s only full-time therapeutic riding program, Pegasus Therapeutic Riding Academy seeks to improve the quality of life for their program participants and their families.

## About the Women’s Board

The Abington Health Foundation Women’s Board financially supports the efforts of Jefferson Abington Hospital, Jefferson Lansdale Hospital, and their programs to benefit the health and well-being of our community. The Women’s Board raises funds, furthers public relations and provides funding for educational opportunities.

Currently, the Women’s Board has pledged to raise \$100,000 a year for the next 5 years in support of the Durham Fund for Nurse Wellness. Research shows that there is a direct correlation between nurse fatigue, stress, turnover, and negative patient outcomes. The fund seeks to address systemic changes within the nursing profession by prioritizing nurse wellness and resilience through initiatives that foster a positive, supportive, and healthy work environment. The Durham Fund will improve nurse ratios and enhance recruitment and retention at Jefferson Health - Abington through programs that aim to normalize well-being and improve overall wellness in the workplace.



**Abington Health**  
FOUNDATION

Women’s Board and Auxiliaries

[Jefferson.edu/AHFWomensBoard](http://Jefferson.edu/AHFWomensBoard)





## June Fete Horse and Pony Show Sponsorship Opportunities

<b>BENEFITS</b>	<b>Grand Classic Sponsor* \$10,000</b>	<b>Hunter Sponsor \$5,000</b>	<b>Hospitality Sponsor \$2,500</b>	<b>Blue Ribbon Sponsor \$1,000</b>	<b>Red Ribbon Sponsor \$500</b>	<b>Yellow Ribbon Sponsor \$250</b>	<b>White Ribbon Sponsor \$125</b>	<b>Pink Ribbon Sponsor \$50</b>
<b>Event Attendance</b>								
Passes to attend the June Fete Fair	50	50	30	10	8	4	2	
Ringside parking passes for Saturday, June 10, 2023	2	2	2	2				
Champagne with a boxed lunch	10	8	4					
Complimentary refreshments	✓	✓	✓	✓	✓			
Opportunity for presentation of awards and ribbons in the Winner's Circle and complimentary photo of the winner of sponsored class.	✓							
<b>Pre-event recognition</b>								
Logo/Name on event invitation	✓							
<b>Event weekend recognition</b>								
Your corporate banner displayed throughout the weekend	6' x 2'	6' x 2'	6' x 2'	4' x 2'	4' x 2'			
Logo/Name listed on sponsor sign in Hospitality Tent and at June Fete Fair	✓	✓	✓	✓	✓	✓	✓	✓
Logo/Name listed on jefferson.org/junefete	✓	✓	✓	✓	✓	✓	✓	✓
<b>Post-event recognition</b>								
Recognition in Annual Philanthropy Report	✓	✓	✓	✓	✓	✓	✓	

\* exclusive opportunity - SOLD for 2023

Have something in mind? Ask us! Custom sponsorship packages and experiences are available and in-kind donations are greatly appreciated.  
 Contact (215) 481-2500 or ahf-womensboard@jefferson.edu

## Sponsor Information



### Please check off desired Sponsorship level:

- ~~\$10,000 Grand Classic~~ <sup>SOLD</sup>     \$5,000 Hunter     \$2,500 Hospitality     \$1,000 Blue
- \$500 Red     \$250 Yellow     \$125 White     \$50 Pink

**Donor Name** (as you would like it to appear on printed materials):

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Division or Class Choices:** 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

### Payment Information

- Pay by credit card     Check enclosed     Please invoice me

Please make checks payable to: AHF Women's Board  
and mail to: 1200 Old York Road, Abington, PA 19001

**Credit Card Number:** \_\_\_\_\_ **Exp Date:** \_\_\_\_\_ **Security Code:** \_\_\_\_\_

**You may also submit sponsorship form to [ahf-womensboard@jefferson.edu](mailto:ahf-womensboard@jefferson.edu). Contact the Women's Board office with questions at 215-481-2500.**

#### Divisions

Junior Hunter 3'3" Division  
Junior Hunter 3'6" Division  
Amateur Owner Hunter 3'3" Division  
Amateur Owner Hunter 3'6" Division  
Low Children's Hunter Horse Division  
Adult Amateur Hunter Division  
Low Hunter Division  
Children's Hunter Pony Division  
Children's Hunter Horse Division  
Low Adult Hunter Division  
Beginner Hunter Division  
Modified Hunter Division

Leadline Division  
Short Stirrup Hunter Division  
Mini Stirrup Equitation Division  
Beginner Rider Equitation Division  
Pleasure Division

#### Hunter Classics

\$500 Bit O'Straw Hunter Classic  
\$500 Marshall & Sterling Child/Adult  
Hunter Classic  
\$500 Marshall & Sterling Children's Pony  
Hunter Classic

#### Equitation Classes

Marshall & Sterling 2' 6" Children's  
Horse Medal  
Marshall & Sterling 2' 6" Adult Medal  
Marshall & Sterling Children's Pony Medal  
Marshall & Sterling 3' Children's  
Horse Medal  
Marshall & Sterling 3' Adult Medal

Requests to sponsor a specific Division Champion/Reserve or a specific individual class will be granted whenever possible. On the enclosed form, if you have a preference please list it along with two alternative choices. List is subject to change.

*Abington Health Foundation is a 501(c)(3) nonprofit Philanthropy Pillar Program that financially supports the efforts of Jefferson Abington Hospital, Jefferson Lansdale Hospital and their programs to benefit the health and well-being of our community.*



Abington Health  
FOUNDATION

Women's Board and Auxiliaries

**Abington Health Foundation Women's Board**

1200 Old York Road

Abington, PA 19001

(215) 481-2500

[ahf-womensboard@jefferson.edu](mailto:ahf-womensboard@jefferson.edu)

**[Jefferson.edu/JuneFete](http://Jefferson.edu/JuneFete)**



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