



Flexible, Affordable & Effective Marketing & Sponsorship Opportunities

Why should you invest in Equine Affaire?

For a small investment in Equine Affaire, you can enjoy the advantages of exhibiting in a premium location within North America's premiere equine exposition and equestrian gathering, prime ad location within the event program distributed for free to adult attendees, extensive signage and announcements throughout the event, inclusion of your company name/logo on equineaffaire.com, and recognition of your company in dozens of print media ads and nearly half a million flyers, posters, and direct mail pieces. You'll also enjoy special "perks" at the event...and outshine your competition while making a very favorable impression on tens of thousands of horsepeople.

All sponsorship dollars go directly into advertising exposure for your company and financial support of Equine Affaire's extensive educational program and special events. Sponsorship of Equine Affaire is much more than a wise investment for your company—it's an opportunity to support an event with an outstanding track record and a strong commitment to serving the needs of horsepeople and the horse industry.

Equine Affaire offers five attractive sponsorship levels and a "Marketing Partner" opportunity to fit your company's marketing strategy. The specific amenities associated with each sponsorship level are outlined on the back of this page.

Marketing Partner (\$1,500 investment): The Marketing Partner level offers promotional and branding opportunities both for companies already exhibiting at the event that wish to enhance their presence at the show and for companies that are not exhibiting, but wish to have some marketing presence. As a Marketing Partner your company will receive exposure through banners at the clinic venues, promotional announcements, and an ad in the event program. You'll also be recognized on equineaffaire.com.

Event Sponsor (\$3,000 investment): Event sponsors have access to a premium exhibit booth in Sponsor's Row and receive an ad in the event program, banners at the clinic venues, and promotional announcements during the show. An event sponsorship also includes recognition as a sponsor in hundreds of thousands of event flyers and direct mail pieces and on equineaffaire.com.

Clinician Sponsor or Specialty Pavilion Title Sponsor (\$5,000 investment): As a Clinician Sponsor your company will be recognized as the sponsor of a selected major clinician in the printed schedule, in the event program, and each time the clinician is introduced before his/her sessions at the event. Similarly, a Specialty Pavilion Sponsor is recognized in the event schedule, on event maps, and at the sponsored pavilion.

Official Product, Demo Ring, Seminar Stage, Attendee Map, or Shopping Bag Sponsor (\$8,000 investment): At this sponsor tier your company's product may be designated as the "official product" of its type at Equine Affaire or your company may be recognized as the sponsor of the demo ring, seminar stage, attendee map, or shopping bag at the event. Demo Ring and Seminar Stage Sponsors are acknowledged on the printed event schedules distributed prior to the event, in the event program, and in announcements made by the announcer in the sponsored venue. Your company may receive event-wide exposure by sponsoring (and providing) the free attendee shopping bags or attendee maps that are distributed at entrance gates and other high-traffic locations throughout the event.

Secondary Clinic Arena Title Sponsor (\$9,000 investment): Your company's name or product name will be applied to one of the arenas where training clinics will be conducted throughout the four days of Equine Affaire. The names of clinic arenas appear in all printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases. The clinic arena name is mentioned by the event announcer many times each day as he announces the presentations taking place in the arena. Your company also has the option of hanging approved signage above the sponsored clinic venue.

Fantasia or Major Clinic Arena Sponsor (\$10,000 investment): Your company will receive exceptional exposure as the title sponsor of the Fantasia, Equine Affaire's popular musical celebration of the horse on Thursday, Friday, and Saturday nights. The title sponsor of the Fantasia is recognized before, during, and after each show. In addition, your company will be acknowledged several times each day during daily announcements promoting the Fantasia. As a major clinic arena sponsor your company's name or product name will be applied to the clinic arena in the facility's coliseum—the venue in which the "major" presenters will conduct clinics and in which the Fantasia and the Versatile Horse & Rider Competition will take place. The names of all clinic arenas appear in all printed materials including event flyers, direct mail pieces, posters, clinic & seminar schedules, the event program, print media ads, and press releases. Your company also has the option of hanging approved signage at prime locations at the clinic venue.



For more information, contact:

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		Sponsorship Levels				
	Marketing Partner (\$1,500 Investment)	Event Sponsor (\$3,000 Investment)	Clinician or Specialty Pavilion Title Sponsor (\$5,000 Investment)	Official Product, Demo Ring, Seminar Stage, Attendee Map or Shopping Bag Sponsor (\$8,000 Investment)	Secondary Clinic Arena Title Sponsor (\$9,000 Investment)	Fantasia or Major Clinic Arena Sponsor (\$10,000 Investment)

Pre-Event Marketing Exposure

Clinic & Seminar Schedule recognition	----	----	Logo	Logo	Logo	Logo
Direct mail piece advertisement**	----	----	----	1/8 Page Color	1/8 Page Color	1/4 Page Color
Event flyers, posters, and direct mail piece recognition	----	Name	Logo	Logo	Logo	Logo
Full-page magazine advertising campaign	----	----	Logo	Logo	Logo	Logo
Press release recognition	----	----	Name	Name	Name	Name
Web site recognition	Name	Name	Logo	Logo	Logo	Logo

At-Event Marketing Exposure

Clinic & Seminar Schedule recognition	----	----	Logo	Logo	Logo	Logo
Number of Company banners prominently displayed	Two	Two	Three	Four	Five	Six
Number of Special event tickets	----	Two	Two	Four	Four	Six
Exhibit space in Sponsors' Row	----	10 x 10 Booth	10 x 10 Booth	10 x 20 Booth	10 x 20 Booth	10 x 20 Booth
Program ad recognition*	1/4 Page B & W	1/4 Page B & W	1/2 Page B & W	Full Page B & W	Full Page B & W	Full Page Color
Program Recognition	Name	Logo	Logo	Logo	Logo	Logo
Promotional announcements	Two	Two	Three	Four	Five	Six
VIP sponsor parking	----	Two	Four	Six	Six	Six
Web site recognition	Name	Name	Logo	Logo	Logo	Logo

Post-Event Marketing Exposure

Press release recognition	----	----	Name	Name	Name	Name
Web site recognition	Name	Name	Logo	Logo	Logo	Logo

* Ad sizes and dimensions subject to change should the event program format be revised

** This benefit is not available on sponsorships involving full or partial trade out for products or services