

# 2016 KEEP Equine Industry Conference

*October 17-18, 2016*

*Embassy Suites, Lexington, KY*

## **SPONSORSHIP OPPORTUNITIES**

The Kentucky Equine Education Project will convene a statewide gathering of leaders representing all aspects of Kentucky's signature industry. For this inaugural event, KEEP and its industry partners are developing a program designed to bring leaders representing all disciplines and breeds together to develop strategies for growing Kentucky's horse industry. Panel topics will include economic data, legislative and regulatory policy, developing opportunities and much more. Please join us as a conference sponsor.

### **Presenting Sponsor - \$5,000**

Presenting Sponsor benefits include:

- Company logo and name displayed exclusively as the conference-presenting sponsor on signage and electronic welcome displays.
- Greeting and remarks by a representative from your organization during the Conference Opening Remarks (limit to 5 mins)
- Organization's materials and/or takeaway gift in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval)
- Full page ad in the Conference Program (Sponsor provides artwork)
- Premium seating during the conference with two (2) tables of eight (8), along with registration for ten (16) to the conference.
- Table/Display in the vendor exhibit area.
- Recognition from the podium during the Welcome Breakfast, Conference Luncheon and Social Hour.
- Listing on the K.E.E.P. website with a link to your website.

### **Champion Level - \$2,500**

Conference Luncheon Sponsor

Vendor Exhibit Area Sponsor

Pre-Conference Welcome Reception Host

Champion Level Sponsor benefits include:

- Company logo and/or name displayed exclusively on signage and electronic welcome displays during sponsored event.
- Greeting and remarks by a representative from your organization during the Conference Opening Remarks (limit to 5 mins)
- Organization's materials and/or takeaway gift in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval)
- Full page ad in the Conference Program (Sponsor provides artwork)
- Premium seating during the conference with one (1) table of eight (8), along with registration for eight (8) to the conference.
- Table/Display in the vendor exhibit area.
- Recognition from the podium during the Welcome Breakfast, Equine Leadership Luncheon and Social Hour.
- Listing on the K.E.E.P. website with a link to your website.

## **Contender Level - \$1,000**

Welcome Breakfast Sponsor

Organization Board/Committee Meeting Space

Contender Level Sponsor benefits include:

- Company logo and/or name displayed exclusively as either the Welcome Breakfast Sponsor or Equine Breeds Coalition Meeting Sponsor on signage and electronic welcome displays.
- Greeting and remarks by a representative from your organization during your sponsored event (limit to 5 mins)
- Organization will be provided with private conference room (up to 30 people) in the Embassy Suites for Board or committee meeting between 2:30-4:30 p.m. on October 17.
- Organization's materials and/or takeaway gift in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval)
- Full page ad in the Conference Program (Sponsor provides artwork)
- Priority seating during the conference for four (4), along with registration for four (4) to the conference.
- Table/Display in the vendor exhibit area.
- Listing on the K.E.E.P. website with a link to your website.

## **Competitor Level - \$500**

*(Limited spots available)*

Equine Industry Panel - Cosponsor

Equine Industry Economics Panel - Cosponsor

Legislative and Regulatory Panel - Cosponsor

Industry Growth Opportunities Panel - Cosponsor

Competitor Level Sponsor benefits include:

- Company logo and/or name displayed on your sponsored session's signage and electronic welcome displays.
- Greeting and remarks by a representative from your organization during your sponsored session (limit to 5 mins)
- Organization's materials and/or takeaway gift in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval)
- Half page ad in the Conference Program (Sponsor provides artwork)
- Priority seating during the conference for two (2), along with registration for two (2) to the conference.
- Listing on the K.E.E.P. website with a link to your website.

## **Exhibit Area Vendor Space - \$100**

### **Associate Supporter**

In-kind sponsorships include:

- |                    |                          |
|--------------------|--------------------------|
| ○ Goodie Bags      | ○ Giveaways/ Merchandise |
| ○ Program Printing | ○ Postage                |
| ○ Jump Drives      | ○ Signage                |

# 2016 KEEP Equine Industry Conference Sponsorship Response Form

October 17-18, 2016

Embassy Suites, Newtown Pike, Lexington, KY

Organization/Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Contact for Logo: \_\_\_\_\_ Email: \_\_\_\_\_

*(Please provide a print quality logo of 300dpi in a jpeg or gif format)*

## **SPONSORSHIP LEVELS** *(Choose One)*

- ☐ Presenting Sponsor.....\$5,000.00
- ☐ Champion Sponsor.....\$2,500.00
- ☐ Contender Sponsor.....\$1,000.00
  - ☐ Welcome Breakfast Sponsor
  - ☐ Equine Breeds Coalition Meeting Sponsor
- ☐ Competitor Sponsor..... \$500.00
  - ☐ Equine Industry Panel – Cosponsor
  - ☐ Equine Industry Economics Panel – Cosponsor
  - ☐ Legislative and Regulatory Panel - Cosponsor
  - ☐ Industry Growth Opportunities Panel - Cosponsor
- ☐ Exhibitor / Vendor Space..... \$100.00

**Payment:**    ☐ **Check #** \_\_\_\_\_    ☐ **Credit Card**    ☐ Visa    ☐ MC    ☐ Disc    ☐ AMEX

Cardholder's Name \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Code: \_\_\_\_\_

Card's Billing Address \_\_\_\_\_

*(If different than above)*

Signature: \_\_\_\_\_

Mail Form and Payment to: KEEP Equine Industry Conference, c/o KEEP, 4037 Iron Works Parkway, Ste. 130, Lexington, KY 40511

**For more information or questions please  
call 859-259-0007 or email [info@horseswork.com](mailto:info@horseswork.com)**