



KENTUCKY EQUINE EDUCATION  
PROJECT

## 2017 K.E.E.P. Equine Industry Conference

*October 15-16, 2017*





# **2017 K.E.E.P. Equine Industry Conference**

*October 15-16, 2017*

*Embassy Suites - Lexington, KY*

The Kentucky Equine Education Project will convene the second annual statewide gathering of leaders representing all aspects of Kentucky's horse industry. For this year's conference, K.E.E.P. and its industry partners will bring together 300 attendees, representing all disciplines and breeds. The program will be designed to inform and promote constructive discussion about strategies for protecting and growing Kentucky's horse economy. During this two-day event, panel topics will include the impact of proposed tax reform, immigration and workforce training, the Industry's economic outlook and much more.

The K.E.E.P. Equine Industry Conference is the only annual event held for the benefit of all aspects of Kentucky's horse economy. We invite you to show your support of the Commonwealth's world-class horse industry by becoming a conference sponsor.

## **SPONSORSHIP OPPORTUNITIES INCLUDE:**

### ***Presenting Sponsor – \$10,000 – Exclusive***

Exclusive sponsorship level benefits include:

- Company logo and name displayed exclusively as the conference-presenting sponsor on all signage and electronic welcome displays, as well as recognition on the K.E.E.P. website and Social Media Pages.
- Greeting and remarks by a representative from your organization during the Conference Opening Remarks. (limit to 5 minutes)
- Organization's materials and/or takeaway gift included in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval)
- Full-page ad in the official Conference Program. (Sponsor provides artwork in compliance to ad specs)
- Premium seating during the conference with two (2) tables of eight (8), along with sixteen (16) complimentary registrations to the conference.
- Table/Display in the vendor exhibit area near the official conference registration table.
- Recognition from the podium during the Opening Conference Reception, Welcome Breakfast and K.E.E.P. Industry Vision Awards Luncheon.
- Listing on the Horseswork.com website with a link to your website.

## ***Champion Level - \$7,500 – Two Opportunities***

K.E.E.P. Industry Vision Awards Luncheon Sponsor or  
Opening Conference Reception & Equine Corral Vendor Exhibit Area Sponsor

Champion Level benefits include:

- Company logo and/or name displayed exclusively on signage and electronic displays during sponsored event.
- Greeting and remarks by a representative from your organization during your sponsored event. (limit to 5 minutes)
- Organization's materials and/or takeaway gift included in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval)
- Full-page ad in the official Conference Program. (Sponsor provides artwork in compliance to ad specs)
- Your organization will be provided with private conference room space to accommodate up to 30 people in the Embassy Suites for your Board or committee meeting between 2:30-4:30 p.m. on October 15. (Must confirm by August 1<sup>st</sup>)
- Premium seating during the conference with one (1) table of eight (8), along with eight (8) complimentary registrations to the conference.
- Table/Display in the vendor exhibit area.
- Recognition from the podium during the Opening Conference Reception, Welcome Breakfast and K.E.E.P. Industry Vision Awards Luncheon.
- Listing on the Horseswork.com website with a link to your website.

## ***Contender Level - \$5,000 – ~~Two~~ One Opportunities***

Welcome Breakfast Sponsor  
~~Pre-Conference Day Sponsor~~ - **Sold**

Contender Level benefits include:

- Company logo and/or name displayed exclusively as either the Welcome Breakfast Sponsor or Pre-Conference Day Sponsor on signage and electronic welcome displays.
- Greeting and remarks by a representative from your organization during your sponsored event. (limit to 5 minutes)
- Your organization will be provided with private conference room space to accommodate up to 30 people in the Embassy Suites for your Board or committee meeting between 2:30-4:30 p.m. on October 15. (Must confirm by August 1<sup>st</sup>)
- Organization's materials and/or takeaway gift included in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval)
- Full-page ad in the official Conference Program. (Sponsor provides artwork in compliance to ad specs)
- Priority seating during the conference for four (4) including complimentary registrations for four (4) to the conference.
- Table/Display in the vendor exhibit area.
- Listing on the Horseswork.com website with a link to your website.

## ***Competitor Level - \$2,500 – ~~Four~~ Three Opportunities***

Sponsor or Co-sponsor one of our four (4) Panel Discussions

During the Two-Day Conference, Addressing a variety of topics

Competitor Level benefits include:

- Company logo and/or name displayed on your sponsored Panel's signage and electronic welcome displays.
- Greeting and remarks by a representative from your organization during your sponsored Panel (limit to 5 minutes).
- 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 official Conference Program (Sponsor provides artwork in compliance to ad specs).
- Priority seating during the conference for two (2), along with complimentary registration for two (2) to the conference.
- Listing on the Horseswork.com website with a link to your website.

## ***Equestrian Level - \$1,250 – Two Opportunities***

Morning Break Service Sponsor

~~Afternoon Break Service Sponsor~~ - **Sold**

Competitor Level benefits include:

- Company logo and/or name displayed on all signage during the chosen break service.
- Organization's materials and/or takeaway gift in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval).
- Quarter page ad in the official Conference Program (Sponsor provides artwork in compliance to ad specs).
- Two (2) complimentary registrations to the conference.
- Listing on the Horseswork.com website with a link to your website.

## ***Friends of K.E.E.P - \$250 – Limited Opportunities***

Benefits include:

- Two (2) complimentary registrations to the conference.
- Recognition in the official Conference Program.

## ***Vendor Exhibit Space – Two Options***

Premium Location – \$500 – 5 available

Regular Location – \$250 – 10 available

Exhibit Vendor Space includes:

- A six (6) foot linen-free table with two (2) chairs will be provided. If you need the table to be skirted, an additional \$30 fee will be charged.
- Organization's materials and/or takeaway gift included in the welcome packet and/or goodie bags. (Sponsor provides, subject to approval).
- Quarter page ad in the special Vendor Page provided to all attendees.
- One (1) complimentary registration to the conference.

## ***Associate Supporter - In-kind Opportunities:***

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|--------------------|-------------------------|-----------------------|
| ➤ Goodie Bags      | ➤ Jump Drives           | ➤ Notepads/Pens       |
| ➤ Program Printing | ➤ Giveaways/Merchandise | ➤ Signage/Design Work |