

APRIL HAMMOND/USHJA



# HORSE OF THE YEAR HUNTER CHAMPIONSHIP

PA STATE FARM SHOW COMPLEX & EXPO CENTER

HARRISBURG, PENNSYLVANIA

SUNDAY, OCTOBER 21, 2018

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

Contact:

Liz McFadden

Zone 2 Sponsorship Coordinator

[liz@claritymktg.com](mailto:liz@claritymktg.com) / 908-377-2857



## 2018 HORSE OF THE YEAR HUNTER CHAMPIONSHIP

The tradition continues this fall as some of our region's best junior and amateur hunter riders and horses will make their way to Harrisburg's Farm Show Complex on Sunday, October 21st, 2018 to compete in the USHJA Zone 2 Horse of The Year Hunter Championship.

To ensure the Zone 2 Championship is kept at the level of excellence our members deserve, we reach out to sponsors and patrons from years past as well as working towards gaining new support in our zone.

We are asking you to join in our efforts to produce an event Zone 2 HOTY Hunter Championship exhibitors will look back on as one of the highlights of their show career. As an exhibitor, trainer, owner, horse show manager or business venture - we ask that you generously consider supporting the USHJA Zone 2 HOTY Hunter Championship this season!

The following pages outline the many different levels of sponsorship and advertising opportunities that are available to support the Championship. Commitments are tax deductible as the USHJA is a non-profit 501 (c)(3) organization. We look forward to the opportunity of working together on this great event!







## PLATINUM PRESENTING SPONSOR

New in 2018, the PLATINUM SPONSOR receives exclusive presenting rights of 2018 Zone 2 Hunter HOTY Championships. This is a great opportunity to have your business associated with every aspect of the event!

### **PLATINUM SPONSOR BENEFITS:**

- Name recognition in all marketing, promotional and show-related materials. Event to be designated "Zone 2 Finals presented by (Platinum Sponsor)" **-exclusive to Platinum Sponsor**
- One spot acknowledging support of Zone 2 Finals in the USHJA Zone 2 e-Update (sent monthly to approx. 7700 Zone 2 members) **-exclusive to Platinum Sponsor**
- One spot acknowledging support of Zone 2 Finals on the Zone 2 Finals landing page of the USHJA website **-exclusive to Platinum Sponsor**
- Presentation of special awards at Zone 2 Finals such as High Point Trainer, Best Amateur and Best Child Rider
- Full page ad in both the event prize list and souvenir program
- Live read PA Announcements throughout the show day
- Banner(s) to be displayed in key locations a Championship (maximum of 3 banners, must be supplied by sponsor)
- Leaderboard listings on the digital display boards throughout the show day

### **PLATINUM PRESENTING INVESTMENT \$3,000.00**

*There is only one slot available at the Platinum level and it will be sold on a first-come, first-served basis. The Platinum Sponsor must commit no later than Friday, May 25th to receive all benefits. Artwork for the Prize List is due Friday, June 1st. Program artwork is due Friday, Sept. 14th.*



## 2018 HORSE OF THE YEAR HUNTER CHAMPIONSHIP

### GOLD, SILVER & BRONZE MEDAL SPONSORSHIP

#### GOLD MEDAL SPONSOR BENEFITS:

- Exclusive sponsorship of a full division at the Championship
  - Divisions available include Adult Amateur Hunter 18-35, Adult Amateur Hunter 36+, 3'3" Amateur Owner Hunter, 3'3" Junior Hunter, 3'6" Junior Hunter, Children's Hunter Horse 14 & Under, Children's Hunter Horse 15-17, Small/Medium Children's Hunter Pony, Large Children's Hunter Pony
- Presentation of awards within the sponsored division
- Full page ad in both the event prize list and souvenir program
- Live read PA Announcements throughout the show day
- Banner to be displayed at Championship (1 banner, must be supplied by sponsor)
- Leaderboard listings on the digital display boards throughout the show day

#### **GOLD MEDAL INVESTMENT: \$1,000.00**

**Gold Medal Notes:** There are only 8 slots available at the Gold level and they will be sold on a first-come, first-served basis. Specific division requests will be filled in the order received. Gold Sponsors must commit no later than Friday, May 25th to receive all benefits. Artwork for the Prize List is due Friday, June 1st • Program artwork is due Friday, Sept. 14th.

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#### SILVER MEDAL BENEFITS:

- Exclusive sponsorship of a class at the Championship
- Presentation of awards for the sponsored class
- Full page ad in the souvenir program
- Live read PA Announcements throughout the show day
- Leaderboard listings on the digital display boards throughout the show day

#### **SILVER MEDAL INVESTMENT: \$500.00**

**Silver Medal Notes:** Class availability is subject to assignment by the USHJA and specific class requests will be considered and filled in the order received, as available. Classes within Gold Medal sponsored divisions are not available for Silver sponsorship. Silver Sponsors must commit no later than Friday, May 25th to receive all benefits. Artwork for the Program is due Friday, September 14th

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#### BRONZE MEDAL BENEFITS:

- Half page ad in the souvenir program
- Sponsorship of a Championship gift at the show
- PA acknowledgement

#### **BRONZE MEDAL INVESTMENT: \$250.00**

**Bronze Medal Notes:** Artwork for the Program is due Friday, September 14th.



## 2018 HORSE OF THE YEAR HUNTER CHAMPIONSHIP

### SUPPORTING/ ADVERTISING OPPORTUNITIES

Even if you're not able to commit to a sponsorship there are many opportunities to support the event and still get recognized!

Horse Show Managers, Business Owners, Patrons, Friends and Exhibitors are all invited to participate with acknowledgements in the Zone 2 HOTY Hunter Championship Prize List and/or Souvenir Program!

#### **HORSE SHOW/MANAGEMENT SUPPORTER: \$100.00**

- Includes listing of a horse show or show management that generously supports the Zone 2 Championship. Acknowledgement includes listing of horse show name, show dates and contact in both the Prize List and Souvenir Program. Information for the Prize List is due Friday, June 1st and for the Program it is due Friday, Sept. 14th • Copy can be the same or different in both publications.

#### **PATRONS & FRIENDS OF ZONE 2: \$100.00**

- Includes business card sized acknowledgement in the Souvenir Program. Great for small businesses, farms, etc! Actual business card may be submitted. Copy/art due Friday, Sept. 14th

#### **FAMILY & EXHIBITOR ONE-LINERS: \$25.00**

- Acknowledge your trainers, riders, family, friends and horses with one line of a personal

message the Souvenir Program! Maximum of 25 words. Copy due Friday, Sept. 14th.

PRIZE LIST ADS (due Friday, June 1st):

- Full Page (5"x 8"): \$350.00
- Half Page (5"x 3.75"): \$250.00

#### **SOUVENIR PROGRAM ADS (due Friday, Sept. 14th):**

- Full Page (7.5"x 10"): \$350.00
- Half Page (5"x 3.75"): \$250.00

*Horizontal layout only Vertical & Horizontal layouts available*



## ADVERTISING & SPONSORSHIP REQUEST FORM USHJA ZONE 2 HUNTER CHAMPIONSHIP

### Prize List

Due by June 1st

☐ **Full Page - \$350.00 due**  
5" x 8"

☐ **Half Page - \$250.00 due**  
Horizontal layout only  
5" x 3.75"

### Souvenir Program

Due by September 14th

☐ **Full Page - \$350.00**  
7.5" x 10"

☐ **Half Page - \$250.00**  
Vertical layout - 3.75" x 10"  
Horizontal layout - 7.5" x 4.5"

☐ **Horse Show or Horse Show Management  
Supporter - \$100.00**

☐ **Patron or Business Card - \$100.00**  
Actual Business card may be submitted

☐ **One Liner - \$25.00**  
Not to exceed 25 words, a great way to acknowledge  
riders, family, trainers & friends!

### BOTH

☐ **Prize List and Souvenir Program**  
Offered only for full page of half page ads  
Add just \$100 to cost of first ad to go in both



### OTHER:

I would like to have someone contact me in reference to becoming a Gold, Silver or Bronze level sponsor.

### CONTACT INFORMATION

Name or Vendor Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Alternate Phone: \_\_\_\_\_ Email: \_\_\_\_\_

AMOUNT DUE: \$ \_\_\_\_\_

NOTES: \_\_\_\_\_

Ad copy must be submitted with this form. All ads must be paid for in advance, in full.

Electronic prize list files must go to: Annette Longenecker, annettel@ryegate.com

Checks only, payable to: USHJA Zone 2, 3870 Cigar Lane, Lexington, KY 40511

All payments, commitment forms, program ads, and hard copy material must be sent to:

Liz McFadden, liz@claritymktg.com, Phone: (908) 377-2857

*THANK YOU! Your support will ensure the Zone 2 Hunter Championship is kept at a level of excellence our competitors deserve.*