



### 2011 Sponsorship Opportunities

#### DIAMOND SPONSOR (*Negotiated Contribution*)

1. Naming rights for a designated class (i.e. "The Billingsley Ford Open Futurity")
2. Reserved VIP parking at the coliseum
3. Sponsor officials included in trophy presentations and photo shoots
4. Personalized award of gratitude
5. Two advanced and FREE paid warm-up reservations
6. Your personalized video advertisement played on our big screen TV for the duration of the show
7. Priority stall assignment, including two stall fronts\*
8. Sponsor banner in coliseum arena and ancillary arenas (in designated locations)
9. Full-page ad in SWRHA Futurity and Show Program
10. Recognition in the Show Program, SWRHA newsletter and SWRHA website
11. Sponsor recognition by the show announcer
12. Sponsor link on the SWRHA website

#### GOLD SPONSOR (\$2,000)

1. Personalized award of gratitude
2. Two advanced and FREE paid warm-up reservations
3. Your personalized video advertisement played on our big screen TV for the duration of the show
4. Priority stall assignment, including two stall fronts\*
5. Sponsor banner in coliseum arena and ancillary arenas (in designated locations)
6. Half-page ad in SWRHA Futurity and Show program
7. Recognition in the Show Program, SWRHA newsletter and SWRHA website
8. Sponsor recognition by the show announcer
9. Sponsor link on the SWRHA website

#### SILVER SPONSOR (\$1,500)

1. Two advanced and FREE paid warm-up reservations
2. Your personalized video advertisement played on our big screen TV for the duration of the show
3. Priority stall assignment, including two stall fronts\*
4. Sponsor banner in coliseum
5. Quarter-page ad in SWRHA Futurity and Show program
6. Recognition in the Show Program, SWRHA newsletter and SWRHA website
7. Sponsor recognition by the show announcer
8. Sponsor link on the SWRHA website

BRONZE SPONSOR (\$1,000)

1. Your personalized video advertisement played on our big screen TV for the duration of the show
2. Priority stall assignment, including one stall front\*
3. Sponsor banner in ancillary arena
4. Quarter-page ad in SWRHA Futurity and Show program
5. Recognition in the Show Program, SWRHA newsletter and SWRHA website
6. Sponsor recognition by the show announcer
7. Sponsor link on the SWRHA website

PEWTER SPONSOR (\$500)

1. Includes one stall front\*
2. Sponsor banner in ancillary arena
3. Business card ad in SWRHA Futurity and Show program
4. Recognition in the Show Program, SWRHA newsletter and SWRHA website
5. Sponsor recognition by the show announcer
6. Sponsor link on the SWRHA website

EVENT/PARTY SPONSOR

1. Recognition in the Show Program, SWRHA newsletter and SWRHA website
2. Sponsor recognition by the show announcer

Each opportunity listed below offers a unique marketing opportunity:

Draw Party - \$1,500

Coffee and Donuts - \$150 (per day)

Buckle - \$250

Class sponsorship - \$250

Exhibitor Party - \$1,000

Drag award - \$100

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*\* Stall assignment and stall fronts are included in certain sponsorships ONLY. Stall assignment/stall fronts are NOT included in general event sponsorships. Additional stall fronts will be assigned in priority order of donation, dollar amount, and date funds are received by SWRHA. Priority stall assignment is as follows: Main Barn, Barn 4 (new barn), Barns 2 and 3. Donated merchandise will be valued at retail pricing.*

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Ads must be received by October 4, 2011. Ads should be sent in PDF or TIFF format to [candice@swrha.com](mailto:candice@swrha.com)

Ad specifications:

Full-page ad: 8 x 10.5 in

Half-page ad: 8 x 5 in (horizontal)

Quarter page ad: 3.75 x 5 in (vertical)

Business card ad: 3.5 x 2 (horizontal)

The program is 17 x 11 inches, folded in half and stapled in the middle. Each individual page is 8.5 x 11 inches with semi-gloss finish. Color pages are reserved for Diamond level sponsors. All other ads are black and white. Print advertising must be e-mailed by October 4 to be included in the show program.

Please ship banners to:

SWRHA

13181 US Highway 177

Byars, OK 74831

Banners must be received by Friday, October 7. You may also bring banners to the show with you.

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**For more information on sponsorships, please contact Savannah Howell at 580-759-2929**



**2011 Sponsorship Quick Response Form**

Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Please check sponsorship level:

- Diamond Sponsor (Amount \$ \_\_\_\_\_)
- \$2,000 Gold Sponsor
- \$1,500 Silver Sponsor
- \$1,000 Bronze Sponsor
- \$500 Pewter Sponsor

*Returning/renewing sponsors have first priority on available parties/receptions.*

- \$1,500 Draw Party
- \$1,000 Exhibitor Party

- \$100 Drag Awards
- \$150 Coffee and Donuts (one day)
- \$250 Class Sponsor

Please specify class you would like to sponsor:

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_

- \$250 Buckle Sponsor

Please specify class you would like to sponsor:

1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_

If your sponsorship is in the form of merchandise or services, please give a description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*(Donated merchandise will be valued at retail pricing.)*

I would prefer to be billed:

- October 1, 2011
- I will pay in person at the Horse Show Office during the show

Please mail or fax this form to:  
SWRHA Office • 13181 US Highway 177 • Byars, OK 74831  
FAX: 580-759-3999  
TEL: 580-759-2929