



IOWA HORSE FAIR

April 9-11, 2010

Des Moines, IA

www.iowahorsecouncil.org

# IOWA HORSE FAIR SPONSORSHIP LEVELS & BENEFITS

## IOWA HORSE FAIR SPONSORSHIPS

### Friend of the Horse Fair - \$25

- ◆ Listing in the Official Iowa Horse Fair Program

### Vendor Bonus - \$50

- ◆ Trade Show vendors may display their banner on panels around Pavilion ring
- ◆ Friend of the Horse Fair benefits

### Bronze - \$150

- ◆ Friend of the Horse Fair benefits plus 2' x 3' banner on panels around Pavilion ring

### Silver - \$500

- ◆ Bronze benefits plus ¼ page ad in Official Iowa Horse Fair Program
- ◆ Logo posting and link to your company from the official Iowa Horse Fair website
- ◆ Six complementary tickets to the Iowa Horse Fair

### Gold - \$1,000

- ◆ Silver level benefits plus an upgrade to a full-page ad in Official Iowa Horse Fair program
- ◆ Two banner placements--one in the Pavilion and one in the Horse Barn
- ◆ Publication in pre-horse fair mailing brochure that reaches up to 5,000 potential horse fair participants
- ◆ Twelve tickets to the Iowa Horse Fair

### Platinum - \$2,500 & up

Gold level benefit package plus custom sponsorship package including specific horse fair events or building sponsorships. Package fee will depend on sponsor requests. In general, specific event sponsorships will be less expensive than building sponsorships.

*Art work for all the banners shall be supplied by the sponsor and subject to approval by the Iowa Horse Fair management.*

## SPONSORSHIP FORM

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

Contact Person \_\_\_\_\_

## BARRELS N BULLS EXTRAVAGANZA SPONSORSHIPS

### Arena Banner Sponsor - \$150

2' x 3' banner on arena panels throughout Horse Fair and two tickets to the Barrels N Bulls Extravaganza.

### Youth Sponsor - \$250

Sponsor either the Stick Horse or Sheep Scramble and you will receive a 2' x 3' banner that will be up during the entire Horse Fair, company name listed as an event sponsor in the program and at the entrance to the Pavilion, and four tickets to the Barrels N Bulls Extravaganza.

### Out Gate Sponsor - \$500

Display your 2' x 4' banner on the highly visible out gate. Your company name will be listed in the program and at the entrance to the event as an Out Gate Sponsor, logo posting and link to your company from the official Iowa Horse Fair website, and five tickets to the Barrels N Bulls Extravaganza.

### Chute Sponsor - \$750

Display your 2' x 4' banner on the highly visible chute during the event. Also receive your company's name being mentioned by the announcer several times during the event, company name listed in the program and at the entrance to the event as a Chute Sponsor, logo posting and link to your company from the official Iowa Horse Fair website, and six tickets to the Barrels N Bulls Extravaganza.

### Event Sponsor - \$1500

Sponsor one Bull Riding performance for either Friday or Saturday. Benefit package includes 4' x 8' banner over exit/entrance gate, your company name or logo on posters, listing and full page ad in the Bull Riding/Horse Fair programs, logo posting and link to your company from the official Iowa Horse Fair website, twelve tickets tickets to the Bull Riding Extravaganza.

## SEND FORM AND PAYMENT TO

Harold Ault  
Iowa Horse Fair  
57154 245th Street  
Ames, IA 50010

### Questions?

515-232-1611 or 515-342-4436  
iowahorsefair@hotmail.com