

Business Benefits for Sponsors



There are four levels of KHC sponsorship:

Supporting: \$500 Program: \$1500 Premium: \$ 4000 Title: \$10,000

ALL SPONSORS AT ALL LEVELS receive a Business Membership (\$150 value), discounts on all advertising and web banner ads*, and recognition at our Annual Conference.

In addition, the benefits for sponsorship vary based on the program area you choose to support. When you choose one of the program areas listed below, we will provide a customized benefits statement.

2010 AllTech FEI World Equestrian Games Sponsorship

The KY Horse Council will have a 20x20 booth at the World Equestrian Games(WEG), which will include a computer network for visitors to look up equine businesses and farms in Kentucky. All WEG Sponsors will be listed on a banner in the booth. In addition, sponsors will receive the following recognition:

\$500 Level: Name in KHC brochures in booth, logo on KHC website and on computers in the booth.

\$1500 Level: All of the above, plus placement of your company brochures in booth, name highlighted on computer business listings in booth, and a press release regarding your sponsorship.

\$4000 Level: All of the above, plus Name/logo on KHC's WEG webpages for all of 2010, plus logo on the weekly e-news, "Kentucky Horse News"

\$10,000 Level: All of the above, plus naming rights for booth (subject to limitations of WEG Foundation), a banner inside the booth, and a booth at the 2011 KHC annual conference.

Trail Riding Programs

\$500 level: Name and logo in program and on signage at annual Kentucky Trail Summit.

\$1500 level: Name/logo in program and on signage at annual Kentucky Trail Summit, Banner ad on Trail website home page (**6 mos.**), Name/logo on Friends of the Trail T shirts

\$4000 level: All of the above **plus** Banner ad on Trail website home page (**12 mos.**) and your logo on a 2010 Trail Summit T-Shirt

\$10,000 level: All of the above plus naming rights for the Annual Kentucky Trail Summit

Horse Welfare (SoHo) Programs

\$500 level: Name in program at John Henry Adoption Fair (held annually in partnership with KY Horse Park

\$1500 level: Name in program at John Henry Adoption Fair, Name/logo on John Henry banner, Banner ad on John Henry webpage (3 mos.)

\$4000 level: All of the above **plus** Name in class materials for Equine Abuse Investigation Classes, and personal tour for four of the Kentucky Equine Humane Center

\$10,000 level: All of the above **plus** naming rights for the John Henry Adoption Fair

Youth Programs

- \$500 level: Name in "Your Future with Horses" program (multi-state career fair sponsored by KHC)
- \$1500 level: Name in "Your Future with Horses" program, Name/logo on YFWH banner, Banner ad on YFWH webpage (6 mos.)
- \$4000 level: All of the above **plus** Name on banner at 4-H State Horse Show at State Fairgrounds, and Opportunity to present KHC's State Showmanship awards at State Horse Show
- \$10,000 level: All of above **plus** naming rights for EITHER Your Future with Horses career fair OR the KHC 4-H Scholarship, presented at the State Horse Show.

Competitor Programs

- \$500 level: Name/logo on homepage of competition programs (6 mos.) and recognition at year-end high point award presentations
- \$1500 level: Name/logo on homepage of competition programs (6 mos.), recognition at year-end high point award presentations and name/logo on competitors' and show managers' forms.
- \$4000 level: All of the above **plus** name/logo on all Horse of the Year web pages AND all KHC pleasure class web pages, and your name/logo on the Barn Liability signs
- \$10,000 level: All of the above **plus** naming rights to Horse of the Year Awards (three awards: Hunter/Jumper, Eventing/Dressage, and Stock seat.)

Farm Manager Programs

- \$500 level: Name/logo on home page for farm manager program
- \$1500 level: Name/logo on home page for farm manager program, name/logo on meeting enews, opportunity to present to the group
- \$4000 level: All of the above plus an informational table at all meetings
- \$10,000 level: All of the above plus naming rights for group

New Owner Programs

- \$500 level: Name/logo on ONE New Owner Brochure (Your choice of topic area)
- \$1500 level: Name/logo on TWO New Owner Brochures, Banner ad on same brochures' webpages
- \$4000 level: All of the above **plus** Banner ad in e-news for New Owners (monthly) and Hands-on personal class in horse handling and care (3 hours, 2 people)
- \$10,000 level: All of the above **plus** Naming Rights for New Owner Series brochures and Banner ads on ALL pages of New Owner website

*Advertising Discounts for Sponsors

\$500 level: 10%	\$1500 level: 15%
\$4000 level: 20%	\$10,000 level: 25%

Advertising opportunities include:

The Annual Kentucky Equine Directory, weekly e-news, Website banner ads, Annual Conference program & brochures for specific programs