



# Sponsorship Opportunities



## The 2011 IFSHA Friesian *World & Grand* National Championship Horse Show

Virginia Horse Center, Lexington, Virginia  
October 5–9, 2011

Join us in celebrating the majesty of the Friesian horse through **sponsorship** of the IFSHA World & Grand National Championships. IFSHA is dedicated to providing quality show opportunities for Friesians and Part-Bred Friesians. IFSHA is the only Friesian Organization recognized by the USEF.

Buy a package *now* and take advantage of all the advertising opportunities ahead of the show. Upgrade your package as you get closer to the event if you desire! *Banners in the Arena, Trade Faire Booth...* The possibilities at this event are wonderful!

The sooner you sign up, the better! Sponsors will be mentioned on two IFSHA web sites as competitors click in for information

Reciprocal links can be set up if you like; all you need to do is submit a photo of you and your Friesian if you have one, a link to your web site and/or contact information. You'll be in *Constant Contact's IFSHA News* every month.

You and your company will get *better exposure the sooner you come in*. Sponsorship could even be a business deduction! And items such as back cover and inside cover ad placement in the show program are one-offs available to the earliest sponsors only. *Sign Up Now!*

For your sponsorship arrangements, pick your level and send your check or credit card authorization with your sponsorship form to Nancy Nathanson at P.O. Box 535, Santa Ynez CA 93460. You can also contact Nancy at [thepark@hwy246.net](mailto:thepark@hwy246.net) or 805-448-3027. Ask about Welcome Bag Sponsorship when you call.

## Sign Up Now! First Come! First Serve!

And please help us with our silent auction. We accept non horsey items such as time share slots, wine, a wall painting, computer tutoring, Wii game, TVs, Gift Certificates, professional photo of competitor and horse — and of course horsey items like a trainer coupon for 5 lessons, tack, apparel, grooming supplies, supplements, etc.



# IFSHA Sponsorship Levels



## PLATINUM ELITE SPONSOR \$15,000

**Choice of** 4 Complimentary Stalls or 2 10'x10' Trade Faire Booths  
 Access to VIP Lounge for 15 (additional tickets may be purchased)  
 2 Banner Advertising Spaces\*  
 Your Promotional Material (i.e. Sample, Coupon, Brochure) Included in Show Welcome Bag

### **Special Patron Commerative Gift**

Cheese & Fruit Platter Catered Daily Thursday thru Sunday  
 VIP Seating  
 Preferred Stabling

### **Division Class Sponsor**

PA Announcement during Sponsored Classes & Throughout the Show  
 Invitation to Present the Awards in your Sponsored Classes  
 Advertising space on our Live Webcast

Featured Event Sponsor in *IFSHA e-News*, the IFSHA Web Site and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

## PLATINUM CROWN SPONSOR \$10,000

**Choice of** 3 Complimentary Stalls or 1 10'x10' Trade Faire Booth  
 Access to VIP Lounge for 10 (additional tickets may be purchased)  
 Banner Advertising in the Arena\*  
 Your Promotional Material (i.e. Sample, Coupon, Brochure) Included in Show Welcome Bag

### **Special Patron Commerative Gift**

Cheese & Fruit Platter Catered Daily Thursday thru Sunday  
 Special Patron Gift  
 VIP Seating  
 Preferred Stabling & 4 Parking Permits

### **Session Class Sponsor**

PA Announcement during Sponsored Classes & Throughout the Show  
 Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

## PLATINUM SPONSOR \$5,000

2 Complimentary Stalls  
 Access to VIP Lounge for 5 (additional tickets may be purchased)  
 Banner Advertising in the Arena\*  
 Your Promotional Material (i.e. Sample, Coupon, Brochure) Included in Show Welcome Bag

### **Special Patron Commerative Gift**

VIP Seating  
 Preferred Stabling & 2 Parking Permits

### **Eight Class Sponsorships**

PA Announcement during Sponsored Classes & Throughout the Show  
 Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News*, the IFSHA Web Site and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

\*Patron to provide Banners



# IFSHA Sponsorship Levels



## GOLD SPONSOR \$2,500

### 1 Complimentary Stall

Access to VIP Lounge for 3 (additional tickets may be purchased)

Banner Advertising in the Arena\*

\$100 Gift Certificate for El Sueño Español

VIP Seating

Preferred Stabling & 1 Parking Permit

### Five Class Sponsorships

PA Announcement during Sponsored Classes & Throughout the Show

Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News*, the IFSHA Web Site and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

**Sign Up Now!**  
**First Come!**  
**First Serve!**

### BOX SEATS \$350

6 Seat Box

includes a Table

### PREMIUM BOOK ADVERTISING

Full Page B&W\* \$200

Half Page B&W\* \$150

### ARENA BANNER SPONSOR \$150

Display One Banner\*  
in the Arena

Daily PA Announcements

## DIVISION SPONSOR \$1,500

### Division Class Sponsor

Access to VIP Lounge for 2 (additional tickets may be purchased)

Specialty (Walk/Trot, Costume, Liberty, Tandem, Leadline, EQ, English Show Hack), Driving (All Driving, All Hitches),

Western Pleasure & Trail (Trail includes in-hand & under saddle with any discipline), Dancing Horse,

Halter (In-Hand & Baroque), Dressage (Dressage Sport Horse, Court & On the Rail),

Saddle Seat (Country, Pleasure, Park), Hunter/Hack (Hunter Pleasure & Hack)

PA Announcement during Sponsored Classes & Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News*, the IFSHA Web Site and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

## SILVER SPONSOR \$1,000

Access to VIP Lounge for 1 (Additional tickets may be purchased)

VIP Seating

### Four Class Sponsorships

PA Announcement during Sponsored Class

Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

## CONTRIBUTING SPONSOR \$100

Single Class Sponsor

PA Announcement during Sponsored Class

Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News*, *From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

## WELCOME BAG STUFFER \$100

Insert your product sample, gift certificates, publication, coupons, and/or promotional items for an elevated presence during the show. All items must be preapproved and received two weeks prior to the show. Call for more details.

## BRONZE SPONSOR \$500

2 Banner Advertising Spaces\*

Two Class Sponsorships

PA Announcement during Sponsored Class

Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts monthly

## STALLION AUCTION

Contact  
or by phone at

### SALE BARN ??

Contact  
or by phone at

### SILENT AUCTION

Horse & Non-Horse Items Wanted

Contact  
or by Phone at

## TRADE FAIRE BOOTH

10x10, including 20 amp service see Vendor package!

Contact  
or by phone at

\*Patron to provide Banners

# The 2011 IFSHA Friesian *World & Grand* National Championship Horse Show Sponsorship Form



Please circle either/or choices.

- PLATINUM ELITE SPONSOR** \$15,000  
Choice of 4 Complimentary Stalls or 2 10'x10' Trade Faire Booths  
Division Sponsorship Choice \_\_\_\_\_
- PLATINUM CROWN SPONSOR** \$10,000  
Choice of 3 Complimentary Stalls or 1 10'x10' Trade Faire Booth  
Session Sponsorship Choice \_\_\_\_\_
- PLATINUM SPONSOR** \$5,000  
2 Complimentary Stalls
- GOLD SPONSOR** \$2,500
- DIVISION SPONSOR** \$1,500  
Division Sponsorship Choice \_\_\_\_\_
- SILVER SPONSOR** \$1,000
- BRONZE SPONSOR** \$500
- ARENA BANNER SPONSOR** \$150
- CONTRIBUTING SPONSOR** \$100
- WELCOME BAG STUFFER** \$100

If you have preferred class choices, list here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

- Live Webcast @ \$300
- Premium Book Full Page B/W Ad @ \$200
- Premium Book Half Page B/W Ad @ \$150
- VIP Lounge Extra Tickets @ \$250

Please sponsor my classes in the following name:

\_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ FAX \_\_\_\_\_

e-mail \_\_\_\_\_ Website \_\_\_\_\_

Total Amount Enclosed \$ \_\_\_\_\_

Payment method: Check ( ) Credit Card ( )

Card Type: MasterCard ( ) VISA ( ) Amex ( ) Discover ( )

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_  
(Please Print)

Card Holder Address \_\_\_\_\_

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

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ (Month/Year) Security Code \_\_\_\_\_



Make check payable to:

**IFSHA**

Send your check or credit card authorization along with this sponsor form to:

Nancy Nathanson  
P.O. Box 535  
Santa Ynez CA 93460  
805-448-3027