



2008 Sponsorship Opportunities

The Black Hills Horse Expo is pleased to announce its sponsorship program for 2008. We have put together a variety of packages with something for all budgets. There are three attractive and versatile sponsorship levels with several options at each level so everyone can get involved and receive promotional benefits that extend well beyond the weekend of the Expo.

Sponsorship dollars translate into advertising exposure for your company and financial support of the Black Hills Horse Expo's quality educational and entertaining venues. Each year, our sponsors help the BHHE to evolve and grow. In return, sponsors benefit from an audience looking for providers of the services and products they need. For a small investment in the BHHE, you can enjoy the benefits of exposure and association with one of the fastest growing horse expos in the nation! The BHHE is dedicated to our communities so you can feel great knowing the proceeds from the Expo go directly to the nonprofit children's agency, Northern Hills CASA (Court Appointed Special Advocate) Program.

Expo Event Sponsor\$1,500

Be recognized as a Premier Sponsor of the Black Hills Horse Expo! Your company is promoted as a primary sponsor of the BHHE in all printed media: flyers, direct mail pieces, posters and the Event Program. **Your company will be listed on (a minimum of 2) billboards for a minimum of 2 weeks prior to the event.** Expo Sponsors will be limited to **ONE**. **Daily mentions by Event Announcer: Minimum of 15 (fifteen).**

Evening Show Sponsor\$1,000

You can be a part of one of the most exciting and unique shows to grace the Rapid City area! This show will be heavily publicized on television as well as other regional media and is a highlight of the BHHE. As a sponsor of the Equine Extravaganza, your company will be recognized by the announcer with statements such as: "The Equine Extravaganza is brought to you by Company XYZ". And your company logo will appear in media promotion highlighting this event. There will only be **ONE** Extravaganza Show sponsor. **Daily mentions by Event Announcer: Minimum 12 (twelve).**

Purple Ribbon Patrons will receive the following:

- Company name and/or logo in major event promotion (value \$800-\$1000)
- Your company advertised as location for advance event ticket sales, if desired. (value \$ 500)
- Free 8 X 10 commercial booth rental (or equivalent credit toward a larger booth) (value \$200)
- Space in Arena and Round Pen for your company banner (maximum size 4' X 6') (value \$200)
Your company will be identified as an Expo sponsor several times per day by the Event Announcer (value \$150) *see each package for the appropriate number of mentions.
- Company logo in Event Program (value \$150)
- Company logo on the event website with a link to your company's site if applicable. (value \$150)
- Five Weekend Passes to the Horse Expo and Equine Extravaganza. (Value \$120)
- 25% off any size ad in the official Event Program. (Value up to \$65)

Only the Expo Event sponsor will be showcased on several billboards in the Northern hills and Rapid City. (value \$1500)

Blue Ribbon Patrons

Main Arena Sponsor\$800

The **Main Arena** is the location of the most heavily attended events and is a flurry of activity all weekend. The arena will be named for the sponsoring company—example: Company XYZ Arena. Each time a clinic or demonstration is about to begin, the announcer will announce that “*the Julie Goodnight clinic will begin in the Company XYZ Arena in 10 minutes.*” Only **ONE Main Arena Sponsorship** available! **Daily mentions by Event Announcer: Minimum 10(ten) per sponsor.**

Stallion Showcase Sponsor\$600

The **Stallion Showcase** is a very popular feature of the Expo. The announcer will mention several times during the day “*Be sure and visit the Stallion Showcase brought to you by Company XYZ*”. In 2008 we will promote a Stall Decorating contest. In addition to the benefits listed below, the sponsoring company representative will be invited to make the exciting announcement of the winner of the contest during the Saturday evening show. Only **ONE Stallion Showcase Sponsorship** available! **Daily mentions by Event Announcer: Minimum 8(eight) per sponsor.**

Individual Extravaganza Act Sponsor\$ 500

Within the evening show there are several entertainment acts that incur travel and other expenses to participate in the show. In addition to the benefits listed below, each act will be listed in the Show Program with the name of the corresponding sponsor. (Examples of entertainment acts: Minnesota Black Pearl Friesian Quadrille sponsored by Company XYZ) Only **ONE Extravaganza Act Sponsorship** per entertainment act. **Daily mentions by Event Announcer: Minimum 5(five) per sponsor.**

Exhibit Hall, Seminar Plaza, Breed Station, Kids Corral, Round Pen \$ 500

Your company’s name will be applied to a physical location where activities are taking place all weekend and will appear on the physical signs prominently posted at each site. The locations are mentioned by the announcer several times per day as he announces the presentations taking place in each venue. The locations are also listed several times in the Event Program in conjunction with the specific activities taking place there. Only **ONE Sponsorship** available per location! **Daily mentions by Event Announcer: Minimum 5 (five) per sponsor.**

Clinic Sponsor\$ 200

Each clinic and shuttle will be named according to the sponsoring company. Example: **Company XYZ Roping Clinic** and will be announced and listed as such in the Event Program. Only **ONE Sponsorship** available per clinic or shuttle! **Daily mentions by Event Announcer: Minimum 2(two) per sponsor.**

Blue Ribbon Patrons will receive the following:

- Location, Clinic will be named with your company name. (Value up to \$600)
- Space in the Main Arena for your company banner (maximum size 3’ X 6’) (Value \$150)
- 20% off any size ad in the official Event Program. (Value up to \$50)
- Your company will be identified as an Expo sponsor several times per day by the Event Announcer* (Value \$150-\$300)
- 8 X 10 commercial booth rental (value \$100)
- Company name on Event Website in multiple locations (Value \$100)
- Three(3) Weekend Passes to the Horse Expo and Equine Extravaganza. (Value \$80)
- Company name in Event Program (Value \$75)

*see each package for the appropriate number of mentions