



APPALOOSA HORSE CLUB

THE INTERNATIONAL BREED REGISTRY
FOR APPALOOSA HORSES SINCE 1938



SPONSORSHIP OPPORTUNITIES

There are unlimited ways to get your name out to the more than 24,000 members of the Appaloosa Horse Club. Some opportunities sponsors took advantage of in 2006:

- ★ Horsemanship clinics and educational seminars at the World, Youth World, and National Shows.
- ★ Sponsorship of the live webcam feed of the World Championship Show viewed by thousands of Appaloosa fans throughout the world.
- ★ *Appaloosa Journal* advertisements - the official publication of the ApHC, sent to every member each month.
- ★ Trade show space at the Best of the West Gift Expo, held in conjunction with the World, Youth World, and National Shows.
- ★ Special discounts offered to Appaloosa Horse Club members.
- ★ Award sponsorship & naming rights for World, Youth World, and National Show classes.
- ★ Product raffles and giveaways at the World, Youth World and National Shows.
- ★ Sponsorship of rest stops at endurance and trail rides.
- ★ Direct links to sponsors' websites from *Appaloosa Journal* online and the ApHC website.
- ★ Joint-use of trade show booth space with the Appaloosa Horse Club.
- ★ Mailing lists of ApHC members worldwide or in a specific area.



SPONSOR LEVELS

Just as there are many different ways to be involved with the ApHC, there are many different ways we recognize our valued sponsors. Sponsorship levels vary depending on the amount of the sponsorship:

- ★ Platinum - \$20,000 and above
Sponsorship at this level includes many benefits uniquely tailored to the sponsor. The possibilities are endless.
- ★ Gold - \$10,000
*A gold level sponsorship includes trade show space and other benefits at both of the premiere shows, in *Appaloosa Journal*, and through the ApHC website.*
- ★ Silver - \$6,000
*Silver level sponsors receive premium benefits at both of the premiere shows, in *Appaloosa Journal*, and through the ApHC website.*
- ★ Bronze - \$2,000
*Bronze level sponsors receive benefits at both of the premiere shows, in *Appaloosa Journal*, and through the ApHC website.*
- ★ Winner's Circle - under \$2,000
Winner's Circle sponsors are unique to the World & National Shows, and receive recognition and promotion in event advertising and at the shows.