



Re: 2024 APHA Zone 10 Paint Horse Show sponsorship

To our valued supporters...

Thank you for taking the time to review the sponsorship opportunities of the 2024 Zone 10 Zone-O-Rama Paint Horse Show held in Ponoka, AB. Our sponsors and exhibitors are the backbone to the success and momentum of our event. This year, we are recapturing the prestige the Zone show has held for over 15 years. The show will host six judges; four jam-packed days of classes; daily exhibitor social events; futurity, maturity, and 'FUN'-turity events; a spectacular Calcutta social event; and so much more!

The American Paint Horse Association (APHA) provides programs and services that promote a rich family life for thousands of members around the world, encouraging leisure activities, recreation and fun. APHA Zone 10, which encompasses **Alberta, Manitoba, Saskatchewan, Yukon, and the Northwest Territories**, sees members and exhibitors from within the zone, British Columbia, and northern US States. Plus! This show also gives exhibitors SIX opportunities to collect points towards international standings, drawing in no end of enthusiastic horse people from Western Canada and beyond!

Our sponsorship guide offers maximum exposure for your dollar. We are thrilled to be working with you to find a level that best suits your marketing strategies and community outreach. Your sponsorship could include the following benefits:

- ★ *New this year!* **Advertisement space** in show program, available online.
- ★ Exposure to exhibitors, breeders, industry professionals, and many more at the event and online
- ★ Your logo and company name on appropriate signage throughout the event
- ★ Company name in dedicated social media posts, email blasts, and website promotion.
- ★ Announcer endorsement at the Zone Show
- ★ **Ask to see our sponsorship grid for more details!**

Your sponsorship will support our youth, amateur, and open exhibitors to make the 2024 Zone 10 Zone-O-Rama the top-rated APHA show in Western Canada.

Please let us know your goals and we'll help you achieve them through our sponsorship guide. We would love to work with you to find a way your business can receive the best return for your support!

Thank you!

Heather Stephen

Zone 10 Sponsorship Committee

aphazone10@gmail.com



YES, WE WOULD LOVE TO BE A 2024 SPONSOR!

Sponsorship Name: _____

Contact name: _____ Website: _____

Phone: _____ Email: _____

Paid via: Cash Cheque In Kind
 E-Transfer Zone10treasurer@outlook.com Please note "sponsor" in the memo

CLASS SPONSORS

- APHA Class Sponsor** *Most popular!* _____ x \$150 each
 Supports: Class average winner in regular APHA classes
 Please indicate class preferences:

- APHA Division Sponsor** *Most popular!* _____ x \$250 each
 Supports: APHA Highpoint division awards.
 Please indicate division preferences:

- Futurity / Maturity Sponsor** **\$1,000**
 Supports: Naming rights to your selected futurity, added monies are pooled with entry fees and distributed to winners based on the number of entries
 Please indicate class preference:

PROMOTIONAL SPONSORS (Copper Level)

- Friends of the Zone** **In Kind**
 Exhibitor prizes awarded at random throughout the show
 Exhibitor welcome package - each horse entered in the show receives a welcome package, filled with goodies and promotional material from sponsors.
- Stallion Alley** **\$100**
 Contact Nicole Gauthier for more details to promote your stallion!
 Stallions receive a printed poster, displayed on the concorde during the show.
- Social Event** **In Kind**
 Take charge of one of our social events! Responsible for providing food and/or beverages to exhibitors
 Thursday Night Welcome Social 6pm
 Friday Breakfast in the Barns 6am
 Friday Night Calcutta Challenge approximately 6pm
 Saturday Breakfast in the Barns 6am
 Saturday Night Exhibitor Social approximately 6pm
 Sunday Breakfast in the Barns 6am

TOTAL SPONSORSHIP








\$ _____

EVENT SPONSORSHIP

- Bronze** \$1,000
- Silver** \$1,500
- Gold** **Alleyway** \$2,000
- Platinum** **Arena** \$2,500

PLEASE CONTACT US IN 2024!

APHA ZONE 10 SPONSORSHIP AT-A-GLANCE

 ZONE O RAMA	 BLUE RIBBON 1 APHA Class	 COPPER Promotional	 BRONZE \$1,000	 SILVER \$1,500	 GOLD \$2,000	 PLATINUM \$2,500
Arena Title						✓
Barn Alleyway Title					✓	✓
Free Tack Stall (personal use only)				One stall	Two stalls	Three stalls
Booth Space during the Zone Show, \$200 cost if not included in sponsorship level			✓	✓	✓	✓
Banner exposure during the show; banner must be provided by Aug 1, 2023 to be hung in the main arena		✓	✓	✓	✓	✓
Recognition by show announcer throughout the event. Number of times based on level of sponsorship		✓	✓	✓	✓	✓
Show program advertising, available online*	Quarter Page	Half Page	Full Page	Full Page	Full Page	Two Pages
Exposure to hundreds of exhibitors, trainers, show staff, family, and friends at the event	✓	✓	✓	✓	✓	✓
Company name added to dedicated social media posts, email blasts, and website promotion	✓	✓	✓	✓	✓	✓

*Show Program Advertising: Please provide advertisements in print ready format. Advertisements will be included online once sponsorship is paid in full. Advertisements will be prioritized in the order they are received. For more information or to send print ready advertisements and logos, email APHAZONE10@GMAIL.COM