

2021 TOMS PERFORMANCE HORSES, LLC SPONSORSHIP PROGRAM

Toms Performance Horses, LLC is excited to offer opportunities to those in our area to learn and be a part of the equine world. We strive to bring first class education and opportunities to all those who we are blessed to serve here in the Campbell County area. In our efforts this coming year, we are changing some of our business strategies so we can include more ways for local businesses to help us in our goals to introduce and educate our community to the equestrian world.

The benefits of experiences with equine go far beyond the petting and riding. In a world drowning in technology and less time with hands on activities away from phones and computers, we hope to keep alive the ability to be present in the moment. Time with horses and at the barn create the perfect environment for children and adults to have that moment of being present. The time spent at our horse farm is not just in the saddle. We promote responsibility for others, self-awareness, discipline to learn new things and practice them, quality family time, great sportsmanship, goal setting and achieving, relationship skills, responsibility in taking care of the animals and tack, and so much more.

These experiences happen in more than just lessons, which we love to do. Our goal is to educate our clients and barn family about everything the equine world can bring to them so they can grow in every way possible. While we have been successful in our efforts thus far, this year we hope to offer more and represent our area at a higher level through improvements in what we can offer. However, because we do this from our hearts and not just from our client's wallets, we need sponsorships to help make this happen.

This year we are offering multiple trail competitions, horse shows, and camps. We have several instructors to help make sure all clients have opportunities to learn. While we can offer these things now with what we have, we are looking to grow our facilities to ensure everyone stays safe and has a top-notch experience here at Toms Performance Horses, LLC. Horse shows also requires ribbons, quality judges, well maintained arenas, event staff, prizes, and liability insurance. At our camps we strive to offer, guest speakers to help educate our campers in all areas of equine care, food and drinks, art projects, educational material, and relationships to last a lifetime. For our camps we are looking for donations to cover the food, art supplies, and educational materials.

We also are starting a show team that can travel to area horse shows to represent the Campbell County area. Many of those who have worked hard towards this goal cannot cover the cost of travel, show clothes and equipment, show fees, and all that goes into being a member of the show team on top of the lessons. We believe that finances should never be the reason a young equine enthusiast walks away from such an opportunity. We simply cannot provide this to our clients without your help in sponsoring our show team and helping those dreams come true.

HOW DOES SPONSORING WORK?

With all we are striving for, there are many levels of sponsorships designed to fit your business needs so you can help. The platinum and gold sponsorships will be our prominent sponsors for this year. Please see the back of this letter for all that you will receive for your sponsorship. If you are interested in being a platinum sponsor, please return the sponsorship form by March 1st to ensure advertising banner to be used at events. Platinum sponsorships will be accepted after this date; however, your logo may not appear on an event banner.

We are excited to offer you a diverse way to advertise for your business. In exchange for your sponsorship, you will be given advertisement at our events, you will be featured on the Facebook page as an event sponsor, your logo and business on our website as a sponsor, your business logo on the banner at our arena, and your logo will go on our 2021 show t-shirts.

You may also choose to provide a sponsorship for any class or division at a show or series in honor of or designated memorial. You will be given the appropriate advertising space and recognition at the designated event.

If your heart is in sponsoring our show team or camps, your business will be advertised via event pages, banner around the arena, sponsorship mention on our website, camp flyer mention, and your logo on our show t-shirts.

We ask that you select your level of sponsorship and mail the completed form, along with an enclosed check, and we will start advertising for you on our Facebook page immediately. In addition, we ask that you email color logo/ad for advertising in pdf or JPEG form to Tomsperformancehorses@gmail.com.

If you have any questions please call our show and event manager Danielle Kernen at 540-874-0377.

We look forward to hearing from you soon and seeing you at the Toms Performance Horses, LLC Horse Shows, Trail Competitions, and other events.

Platinum

Sponsor Announcements at least 4 times during horse shows
Monthly Facebook ads
Individual Logo Banner displayed at events
Logo on Website
Logo on 2021 show t-shirts
Mention on Camp information Flyers

Gold

Sponsor Announcements at least 3 times during horse shows
Monthly Facebook ads
Logo on Event Poster
Logo on Website
Logo on 2021 show t-shirts
Mention on Camp information Flyers

Silver

Sponsor Announcements at least 2 times during horse shows
Monthly Facebook ad
Logo on Event Poster
Logo on Website
Mention on Camp information flyers

Bronze

Sponsor Announcements at least 1 time during the event
Monthly Facebook ad
Logo on Website

Division Sponsor

Sponsor Announcement before and after division
Facebook ad

Class Sponsor

Sponsor Announcement before and after class
Facebook ad

2021 Toms Performance Horses, LLC Sponsorship Program

2021 Sponsorships (Please Check)

- | | |
|---|--|
| <input type="checkbox"/> Platinum Sponsorship \$1000.00 | <input type="checkbox"/> Gold Sponsorship \$800.00 |
| <input type="checkbox"/> Silver Sponsorship \$600.00 | <input type="checkbox"/> Bronze Sponsorship \$400.00 |

Please circle which program you want to donate to

- | | |
|--|--|
| Show Team | Camp/ supplies (food, crafts, educational materials) |
| Scholarship Lesson/Camps | Program needs (tack, and equipment) |
| Horse care (grain, hay, vet care, farrier) | Facility maintenance (grounds, and buildings) |

Horse Show Sponsorships (Please Check)

- | | |
|--|----------------|
| <input type="checkbox"/> Show Series Division Sponsorship \$440.00 | Division _____ |
| <input type="checkbox"/> Show Series Class Sponsorship \$140.00 | Class _____ |
| <input type="checkbox"/> Individual Show Division Sponsorship \$150.00 | Division _____ |
| Show _____ | |
| <input type="checkbox"/> Individual Show Class Sponsorship \$50.00 | Class _____ |
| Show _____ | |

Business Name _____

Contact Person _____

Address _____

Your Website (for link on Facebook) _____

Email _____

Phone Number _____

Make Checks Payable to: Toms Performance Horses, LLC
2965 Hat Creek Road Brookneal, VA 24528

Email your logo for the website and advertisement for the horse show program to tomsperformancehorses@gmail.com
~Your cancelled check will serve as your receipt for advertising purposes~