

2024 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 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 clients' wallets, we need sponsorships to help make this happen.

This year we are offering multiple horse shows, and camps. We have several instructors to help make sure all clients have opportunities to learn. Horse shows require ribbons, quality judges, well maintained arenas, event staff, prizes, and liability insurance. At our youth camps we strive to offer guest speakers to help educate our campers in all areas of equine care, art projects, educational material, and relationships to last a lifetime.

We have 7 shows planned for the 2024 show season. One Open show Sanctioned with Hat Creek Equestrian Club in March. Four open horse shows sanctioned with Blue Ridge Horse Force and Hat Creek Equestrian Club in April, June, August, and October. Two Schooling Dressage shows in July, and September.

HOW DOES SPONSORING WORK?

With all we are striving for, there are many levels of sponsorship 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 February 23rd 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 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.

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.

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 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 Class List

Gold

Sponsor Announcements at least 3 times during horse shows
Monthly Facebook ads
Logo on Event Poster
Logo on Website
Logo on Class List

Silver

Sponsor Announcements at least 2 times during horse shows
Monthly Facebook ad
Logo on Event Poster
Logo on Website
Logo on Class List

Bronze

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

Championship Sponsor

Name listed on class list for Championship Show
Sponsor Announcement before and after championship classes
Facebook ad
Logo on Website

Division Sponsor

Sponsor Announcement before and after division
Facebook ad
Logo on Website

Class Sponsor

Sponsor Announcement before and after class
Facebook ad
Logo on Website

2024 Toms Performance Horses, LLC Sponsorship Program

2024 Sponsorships (Please Check)

- | | |
|---|--|
| <input type="checkbox"/> Platinum Sponsorship \$1000.00 | <input type="checkbox"/> Gold Sponsorship \$750.00 |
| <input type="checkbox"/> Silver Sponsorship \$500.00 | <input type="checkbox"/> Bronze Sponsorship \$250.00 |
| <input type="checkbox"/> Champion Classes Sponsorship \$500 | |

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~