



Advertising & Sponsorship

2019



The “Can Am Triple A Summer Show” is a horse show held in mid-July in Brandon, Manitoba. Every July, there is traditionally an annual Canadian Appaloosa show in Brandon, MB with a strong history in quality, camaraderie and tradition. This year with new management, there is “The Can Am Triple A Summer Show” being offered to horse enthusiasts. This is our inaugural year and we hope to continue this passion for quality horses and people with a show that has expanded and is now offering a range of typical Appaloosa (ApHC) classes, Paint Horse Association (APHA), National Snaffle Bit Association (NSBA) and All Breed Classes.

From leadline competitors (under 6 years old!) to seasoned exhibitors, *horse people come to Brandon for 4-5 days for this show, and they spend money on hotels, food, fuel, feed, shopping, supplies, electronics... we want to be able to point them to YOU, our sponsors.*

We are seeking those companies that we believe will help us to produce a vibrant and publicly recognizable event. Our 2019 show, will be ApHC, APHA, NSBA & NAERIC association approved. This is expected to bring a unique flavor of cooperation and increased member involvement at this event - **one you will TRULY want to be involved with!**

Some of the key features of Can Am AAA Show’s promotional strategy are:

- Signage both in and out of the Agriculture Centre of Excellence
- Facebook, web, international magazine & newspaper exposure
- Promotional packages handed out to involved exhibitors/handlers/owners.
(Exhibitors typically have come from all over Canada and the US, from as far east as Ontario and as far south as Texas! Attendees will see YOUR product first hand in form of information, discount coupons, pens, or whatever medium you choose.)
- Trailer and truck exhibits – truck & trailer display available
- Gamblers Choice Evening: crowd pleasing event with an entertainment focus!

Guide for advertisers and Sponsors.

2019 Program advertising rates (to be included in print, due by July 1)

Size	Print ready	Custom made
¼ page	\$50	\$60
½ page	\$75	\$90
full page *SPECIAL RATE*	\$125	\$200
inside front or back cover (first paid)	\$200	\$250

Sponsorship Classifications

- CLASS Sponsor: \$150
 - Includes presentation of ribbons to class winners.
 - Business card in the program (deadline for program-July 1) & on FB page
- BANNER Sponsor: \$100
Banner to be received in office by July 16, to be hung around main show ring
- BRONZE Sponsor: \$250-499
 - Listed as 1 class sponsor, business card ad in program & on FB page, promotional item(s) in exhibitor’s package

- **Silver / Division High Point Sponsors** - looking for sponsors to donate high point awards in the \$300-500 range.
 - *Cash donations* go towards the purchase awards (such as buckles, tack, trophies, other awards).
 - *Product donations* are products or valued discounts to expand our purchasing power, donate 1, purchase 2, etc. Could include non-horse focused items like iPads, Tablets, electronics, gift certificates, jackets, various products. Contact for details and ideas!

- **GOLD Sponsor: \$750-999**
 - Class /division sponsor (*as above*)
 - full page ad in program & on FB page
 - can place promotional item(s) in exhibitor's package
 - named sponsor of an overall Division award (*as above*)
 - Mentioned as a Gold level sponsor in advertising

- **YOUTH TEAM Sponsor: To Be Sold for 2020 Show (~\$1000 sponsor cash/product combo)**
 - Youth Team Competition will be held in 2020
 - whole page ad in program (back cover) & on FB page
 - PLUS + additional mentions
 - Constant mentions throughout show, as team tournament is ongoing for 3-4 days and throughout award ceremony

SPECIAL SPONSORSHIP SEEKING FOR:

- **Gamblers Choice Event** – Premium event held July 20th, 2019 evening. Jackpot, \$ added class with opportunities for theme tailored to your business. Event will be featured as an open event, to all horses, and designed as a fun, spectator friendly event that is timed and scored by difficulty. Exhibitors choose their obstacles that are scored based on difficulty and crowd cheers them on! Feature your business to get some serious facetime with your audience!

For more information, sponsor package or to arrange your specific needs, please contact:
 Jocelyn Kish, Promotions at (204)573-4328 or email at: horseaddict@yahoo.com