

2021

SPONSORSHIP



National Appaloosa Show
World Championship Appaloosa Youth Show
World Championship Appaloosa Show

LEVELS

	Title Sponsor \$50,000	Platinum \$25,000	Gold \$10,000	Silver \$5,000
Show Naming Rights	✓	✗	✗	✗
Choice Stall Location	✓	✗	✗	✗
ApHC Professional Horseman's Assoc. Membership	✓	✓	✗	✗
Award Banquet VIP Tickets	6	6	4	✗
<i>Appaloosa Journal</i> Ads	18 full-page	9 full-page	3 full-page	2 half-page
<i>Appaloosa Journal</i> Editorial	4-page feature	3-page feature	✗	✗
Vendor Space	10 x 30	10 x 20	10 x 10	✗
Arena Wall Banner	✓	✓	✓	✗
Arena Farm Flags	3 at Nat. & World	2	2	1
Webcast Ads	3 banners, :45 video	2 banners, :30 video	2 banners, :15 video	1 banner
Press Release	✓	✓	✓	✓
Premium Book Ad	1 FP at Nat. & World	1 full-page	1 full-page	1 full-page
Horseman's Directory listing	✓	✓	✗	✗
Social Media Posts	3/month	2/month	Recognition	Recognition
Email Blasts	1/month	1/month	Recognition	Recognition
E-newsletter Ads	1/month	1/month	✗	✗
Exhibitor Packet Inserts	✓	✓	✓	✓
Present Awards	✓	✓	✓	✓
Mailing List	6/year	3/year	2/year	1/year
Logo Inclusion <i>Event Program</i>	✓	✓	✓	✓
Logo Inclusion <i>Youth T-Shirts</i>	✓	✓	✓	✓
Logo Inclusion <i>www.appaloosa.com</i>	✓	✓	✓	✓
Logo Inclusion <i>Event Coverage</i>	✓	✓	✓	✓
Buckle Sponsorships	2	1	✗	✗
Class Sponsorships	6	3	✗	✗

OPPORTUNITIES



SADDLE

\$2,000

- Daily arena announcements
- One preexisting banner hung in the arena
- Recognition in *Appaloosa Journal*
- Recognition in show Event Program
- Recognition on the ApHC website
- Recognition on social media
- Sponsorship of two classes
- Opportunity to present sponsored awards
- Recognition in an ApHC email blast & e-newsletter

DAY

\$750

- Arena announcements throughout your sponsored day
- One preexisting banner hung in the arena
- Recognition on the ApHC website
- Recognition on social media
- Recognition in *Appaloosa Journal*
- Recognition in show Event Program
- Two complimentary class sponsorships

BUCKLE

\$200

- Recognition in *Appaloosa Journal*
- Recognition in show Event Program
- Recognition on the ApHC website
- One complimentary class sponsorship
- Opportunity to present sponsored buckle

OPPORTUNITIES



CLASS

\$100 (additional: \$75 each)

- Recognition in *Appaloosa Journal*
- Recognition in show Event Program
- Recognition on the ApHC website
- Recognition in the arena during the sponsored class

YOUTH CHAMPIONSHIP JACKETS

\$150

- Sponsorship of both Champion & Reserve Champion jackets per class
- Recognition in *Appaloosa Journal*
- Recognition in show Event Program
- Recognition on the ApHC website
- Recognition in the arena during the sponsored class

BANNER

\$100

- One preexisting banner hung in the arena

WEBCAST ADVERTISING



3-2-1 Action Video is able to offer opportunities for your business to advertise on the live webcast production:

- **Video Ads.** Thirty-second advertising slots during webcasts start at \$100-\$500 each event, based on a 100 rider rotation. Additional plays can be also purchased if you want to increase your frequency of play.
- **Banner Ads.** We can embed your banner ad on our live webcast page, along with links to your website

Contact 321 Action Video: (415) 938-7375 or ads@321actionvideo.com



A HORSE FOR ALL REASONS

APPALOOSA

