



2022 SPONSORSHIP KIT

**National
Appaloosa Show**

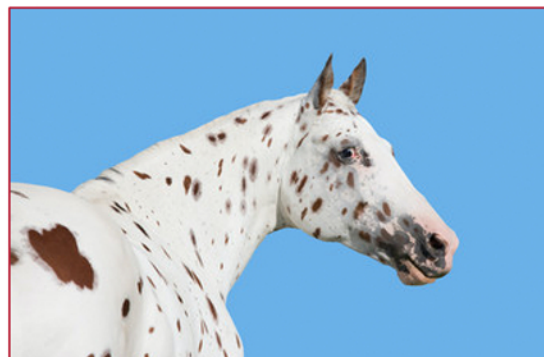


**World Championship
Appaloosa Youth Show**



**World Championship
Appaloosa Show**





With the goal of preserving and improving the Appaloosa breed, the Appaloosa Horse Club was chartered in 1938. From those first few enthusiasts, the Club has grown into one of the leading equine breed registries in the world.

On March 25, 1975 Idaho Governor, Cecil Andrus, signed a bill naming the Appaloosa as the state horse. This is a deserving honor for a horse that has been an integral part of Idaho history.

Today, the beautiful spotted horse is one of the most beloved of American horse breeds and can be found throughout the world, excelling in disciplines including western pleasure, games, working cow horse and dressage. Appaloosas are prized for their easy-going dispositions and their reliability as family horses.

The ApHC takes great pride and care in cultivating mutually beneficial partnerships with companies and individuals from a wide variety of industries. Sponsors can take advantage of a variety of promotion opportunities, such as, advertising in *Appaloosa Journal*, advertising on the official ApHC website or at both the National and World Championship Appaloosa Shows.

Sponsorships are the most effective way to position your company in front of active and dedicated ApHC members. The ApHC recognizes sponsors at any level by offering a variety of sponsorship opportunities suited to each organization's unique goals.

OUR MISSION

To honor the heritage and promote the future
of the Appaloosa horse.

SPONSORSHIP

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 | ✗ | ✗ |



SPONSORSHIP OPPORTUNITIES



SADDLE

\$2,000

- Daily arena announcements
- One pre-existing 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 pre-existing 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 sponsorships
- Opportunity to present sponsored buckle



SPONSORSHIP 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

CHAMPION YOUTH AWARDS

\$150

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

BANNER

\$100

- One pre-existing banner hung in the arena





3-2-1 Action Video

is able to offer opportunities for your business to advertise on the live webcast production.

Video Ads

15-Second Video Ad: \$225

30-Second Video Ad: \$350

45-Second Video Ad: \$450

60-Second Video Ad: \$575

Banner Ads

We can embed your banner ad on our live webcast page, along with links to your website.

Contact:

3-2-1 Action Video

(415) 938-7375

ads@321actionvideo.com



Dee Dee Douglas

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