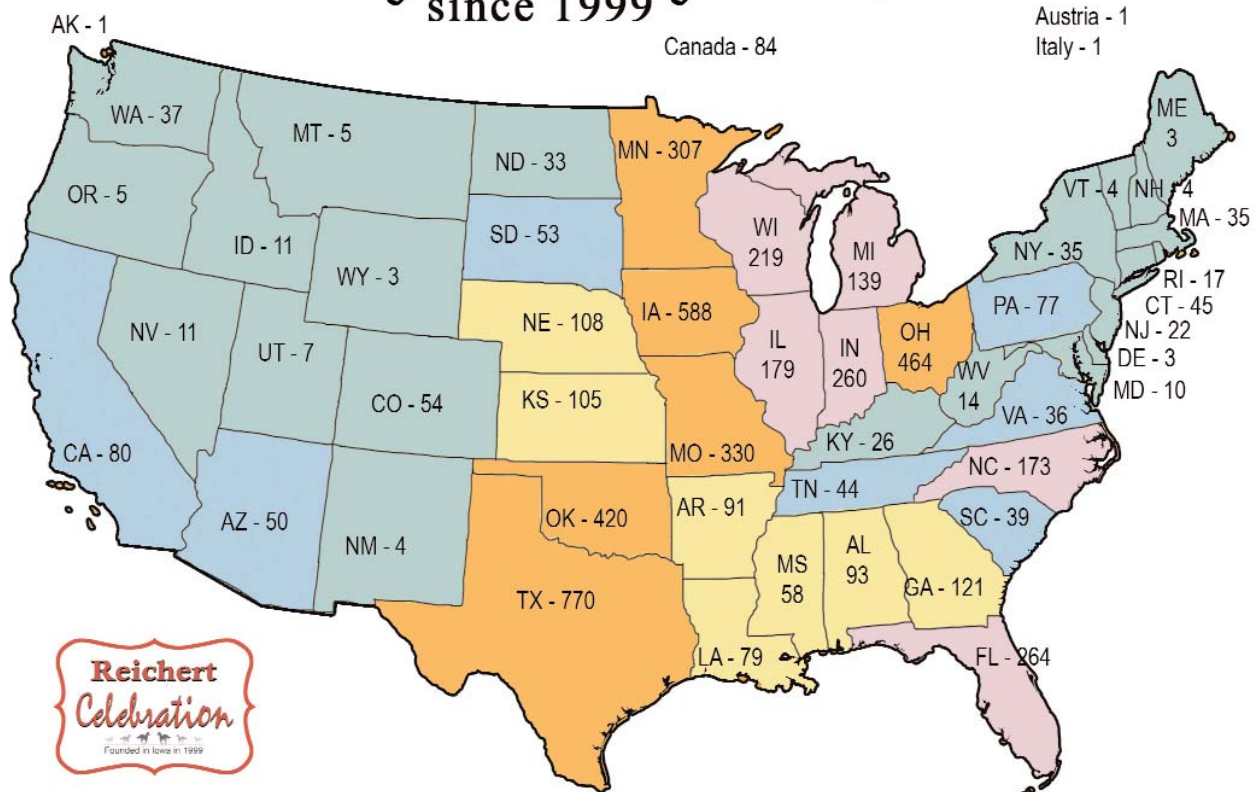


September 2-11, 2011 · Ft. Worth, Texas

Nation's #1 All Breed Horse Show & Futurity

- Location: Fort Worth, Texas in 2011
- Total PAYOUT: \$1.5 Million estimated for 2011
- Awards Presented: \$250,000.00
- Economic Impact: \$24.5 Million in 2010
- Number of Entries: 20,219 in 2010
- Number of Horses/Stalls: 2,500 in 2010
- Number of States Represented: 50 since 1999
- Canadian Provinces Represented: British Columbia, Manitoba, Alberta, Ontario, Quebec, Nova Scotia
- European Countries Represented: Germany, Switzerland, Italy, Austria, Australia

History... Where they all come from since 1999



And this is how they get there

September 2-11, 2011 · Fort Worth, Texas

The Nation's #1 All Breed Horse Show & Futurity

Purpose

The Celebration will recognize and award the nation's top pleasure horses, owners and riders. The event will also introduce the four million plus horse owners in the United States to a national showcase of equine talent.

Mission

The mission of the Celebration is to make a positive difference in the definition, promotion, and improvement of the quality of equine athletes. This will be accomplished through a recognition program that encourages the use of the standard rules and award systems. As the interest level in the equine industry has continued to grow and expand nationally and internationally, the levels of competition have also evolved. The national breed associations and special interest associations continue to promote, foster and expand the base of interest in the equine industry among young horsemen and women. In turn, industry leaders have come to the forefront to offer support of the \$10.8 billion dollar horse show industry. The Reichert Celebration will draw competitors, spectators, and vendors from across the United States, Canada and the world to the heart of the country. This event is held in a premier equine facility, with professional show management, and other attractions that entice horse enthusiasts of all levels to attend.

Objectives

- Provide an opportunity for the spectators and contestants to spend a week filled with great competition and fun entertainment.
- Provide an opportunity for interaction between horse enthusiasts and influential leaders in the equine industry.
- Provide a competitive equine event where youth, non-professionals and professionals alike can be recognized for their betterment of the equine industry in the discipline area of their choice.
- Generate a forum for recognizing breeders, trainers and exhibitors that have dedicated themselves to the pleasure horse industry by using the standards of excellence established by National Snaffle Bit Association, American Paint Horse Association, American Quarter Horse Association, Appaloosa Horse Club and the Pony of Americas Club.

Reichert Equine Foundation

The Reichert Equine Foundation is the philanthropic arm of the Reichert Celebration and has awarded:

- Over \$250,000 to the American Diabetes Association and the Juvenile Diabetes Research Foundation
- \$51,000 to the NSBA Crisis Fund
- \$51,000 to the AQHA Professional Horseman Crisis Fund
- \$30,000 in scholarships in 16 states and 6 breeds/associations

Key funding focus areas for the foundation are youth programs, which includes scholarships and public education about the history of the breeds of horses featured and their tremendous usefulness in the present as well as the past; to develop, educate and involve the community members in equine related activities for the purpose of charity, rural community development and fostering the ideals of community service throughout the United States and to establish a better standard of life for the generations to come. We work to improve the quality of life of the youth involved in the equine sport by evaluating and addressing the equine community issues, building a permanent charitable endowment and connecting donors to the critical needs of our equine community. There are several reasons to give to the Reichert Equine Foundation:

- We are a local organization with deep roots in the equine industry.
- Our professional program staff has broad expertise regarding industry issues and needs.
- We provide highly personalized service tailored to each individual's charitable and financial interests.
- We accept a wide variety of assets, and can facilitate even the most complex forms of giving.
- We partner with professional advisors to create highly effective approaches to charitable giving.
- We offer maximum tax advantage for most gifts under federal law.
- We multiply the impact of gift dollars by pooling them with other gifts and grants.
- We build endowment funds that benefit the equine industry forever and help create personal legacies.
- We are able to coordinate resources in the equine industry to create positive change.
- We offer competitive scholarships to students that have exhibited a commitment to the equine industry and are pursuing higher education

Economic Impact of the Horse Industry in the United States:

Overview

The horse industry is a very large and important part of our national, state and local economies. It is diverse, involving agriculture, business, sport, gaming, entertainment and recreation. Deloitte Consulting LLP conducted a study in 2005 for the American Horse Council Foundation to determine the economic impact of the equine industry. The study concluded that the horse industry is highly-diverse, national, serious and economically significant, and deserves the attention of the general public, media, and federal, state and local officials.

Numbers of Horses

The study found that there are 9.2 million horses in the United States, including horses used for racing, showing, competition, sport, breeding, recreation and work. This includes horses used both commercially and for pleasure. Specifically, the number of horses broken down by activity is:

Racing	844,531
Showing	2,718,954
Recreation	3,906,923
Other	1,752,439 (farm/ranch work, rodeo, carriage horses, polo, police work, informal competitions, etc)
Total	9,222,847

Participation

4.6 million people are involved in the horse industry in some way—either as owners, employees, service providers or volunteers. This includes 2 million horse owners, of which 238,000 are involved in breeding, 481,000 in competing, 119,000 are service providers, 1.1 million are involved in other activities, and 702,000 are employees. Another 2 million are family members and volunteers. That means that 1 out of every 63 Americans is involved with horses.

The Size and Impact of the Industry

Gross Domestic Product

The study documents the economic impact of the industry in terms of jobs and contribution to the Gross Domestic Product (GDP). The study's results show that the industry directly produces goods and services of \$38.8 billion and has a total impact of \$101.5 billion on the United States' GDP. It is particularly strong in racing, showing and recreation, with each contributing between \$10.5 and \$12 billion to the total value of goods and services produced by the industry. Specifically, the GDP effect from each (in billions of dollars) is:

	Direct	Total
Racing	\$10.6	\$26.1
Showing	10.8	28.7
Recreation	11.8	31.9
Other	5.5	14.6
Total	\$38.8	\$101.58

Taxes

The industry pays a total of \$1.9 billion in taxes to federal, state and local governments as follows (in millions of dollars):

Federal	\$588	State	\$1,017	Local	\$275
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Employment

The industry employs 701,946 people directly. However, some are part-time or seasonal employees, so this equates to 453,612 full-time equivalent (FTE) jobs. The industry supports a total of over 1.4 million FTE jobs across the U.S. as follows:

	Direct	Total
Racing	146,625	383,826
Showing	99,051	380,416
Recreation	128,324	435,082
Other	79,612	212,010
Total	453,612	1,411,333

The Diversity of the Industry

The study shows that the horse business is a highly diverse industry that supports a wide variety of activities in all regions of the country. It combines primarily rural activities of breeding, training, maintaining and riding horses with the more urban activities of operating racetracks, off-track betting parlors, horse shows and public sales.

Income Levels

The misperception that the horse industry is an activity only for wealthy individuals is thoroughly dispelled by this study. In fact, the study shows that the horse industry is diverse and has many stakeholders, including recreational and show horse riders, and moderate-income track, show and stable employees and volunteers. Almost half of all horse owners (46%) have an income between \$25,000 and \$75,000. Approximately 34% of horse owners have a household income of less than \$50,000, compared to 28% with an annual income of over \$100,000.

Community Size

Over 70% of horse owners live in communities of 50,000 or less.

Sponsorship Opportunities

The Reichert Celebration takes pride in offering custom sponsorship packages below

- Promotional Email Inclusion : 12,000 unique email addresses twice/year
- Annual Link on www.ReichertCelebration.com
- Annual rotating logo on ReichertCelebration.com home page
- Product Sampling and Literature Distribution at all EMG Events
- Access to Qualified Mailing List-approximately 18,000+ twice a year
- Prominently Placed Personalized Individual Arena Signage (logo included) in All arenas
- Opportunity for Naming Right of a Celebration Signature Class if available OR
Opportunity for Naming Right of Arena at the Celebration if available OR
Opportunity for Naming Right of a Related Event at the Celebration if available
- One Minute Commercial Spot prior to Signature Class-Video/Audio
- Five :30 second Video Commercial Spots daily in Celebration Arena-provided by sponsor
- Three :30 second Audio Commercial/Messaging Spots daily in all arenas-provided by sponsor
- Participation in Awards Ceremony by Company Representative and photos
- Inclusion in Annual Print Media Campaign
- Logo on entire Webcast of Show
- Product Demonstration or Information Product Display Area (placement/size TBD)
- Individual Logo on Celebration Photo Board for ALL photos
- 7 Star Platform Arena Seating
- Golf Cart use for duration of event
- Full Page Color Ad in Premium Book
- Daily Tickets to VIP Hospitality Room
- VIP Camping
- Full Page Color Ad in Official Show Program

Your sponsorship will enhance the equine industry's ability to accomplish the mission-to define, promote, and improve of the quality of equine athletes-by fostering the interaction between current and future equine enthusiasts. Sponsors will benefit by connecting with these two influential audiences.

Contact Terry L. Schroeder
Equine Marketing Group, Inc.
P.O. Box 380 · Williamsburg, Iowa 52361
Tel: 319-668-2699 · Cell 319-400-5612
Fax: 319-668-2633 · E-mail: Terry@ReichertCelebration.com
www.ReichertCelebration.com