



# Sponsorship Opportunities

managed by Equine Marketing Group, Inc.

P.O. Box 380 · Williamsburg, IA 52361 · Tel (319) 668-2699 · Fax (319) 668-2633

## September 2-11, 2011 · Fort Worth, Texas



### 7 Star \$100,000.00 & above

RFD Television Show, if available  
 Promotional Email Inclusion  
 Annual Link on [www.ReichertCelebration.com](http://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 15,000+ 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



### 6 Star \$75,000-\$99,999.00

RFD Television Show, if available  
 Promotional Email Inclusion  
 Annual Link on [www.ReichertCelebration.com](http://www.ReichertCelebration.com)  
 Annual Rotating Logo on [www.ReichertCelebration.com](http://www.ReichertCelebration.com) home page  
 Access to Qualified Mailing List - approximately 15,000+ two times a year  
 Product Sampling and Literature Distribution  
 Prominently Placed Personalized Individual Arena Signage (logo included) in select arenas  
 Opportunity for Naming Right of a Celebration Signature Class if available OR  
 Opportunity for Naming Right of Arena at the Celebration if available  
 One Minute Commercial Spot prior to Signature Class - Video/Audio  
 Two :30 second Video Commercial Spots daily in Celebration Arena-provided by sponsor  
 Two :30 second Audio Commercial/Messaging Spots daily in all arenas-provided by sponsor  
 Participation in Awards Ceremony by Company Representative  
 Daily Tickets to VIP Hospitality Room

Inclusion in Annual Print Media Campaign  
 Logo on entire WebCast of Show  
 Product Demonstration or Informational Product Display Area (placement/size TBD)  
 Individual Logo on Celebration Class Photo if chosen  
 6 Star VIP Platform Arena Seating  
 Golf Cart use for duration of event  
 Full Page Color Ad in Premium Book  
 VIP Camping  
 Full Page Color Ad in Official Show Program



### 5 Star \$50,000-\$74,999.00

Inclusion in Annual Print Media Campaign  
 Product Sampling and Literature Distribution  
 Access to Qualified Mailing List - approximately 15,000+ 1 time  
 Prominently Placed Personalized Individual Arena Signage (logo included) in select arenas  
 Opportunity for Naming Right of a Celebration Signature Class if available  
 One Minute Commercial Spot prior to Signature Class - Video/Audio  
 Two :30 second Video Commercial Spots daily in Celebration Arena-provided by sponsor  
 Two :30 second Audio Commercial/Messaging Spots daily in all arenas-provided by sponsor  
 Participation in Awards Ceremony by Company Representative  
 Daily Tickets to VIP Hospitality Room

Promotional Email Inclusion  
 Annual Link on [www.ReichertCelebration.com](http://www.ReichertCelebration.com)  
 Logo on entire WebCast of Show  
 Product Demonstration or Informational Product Display Area (placement/size TBD)  
 Individual Logo on Celebration Class Photo if chosen  
 5 Star VIP Platform Arena Seating  
 Golf Cart use for duration of event  
 Full Page Ad in Premium Book  
 Full Page Color Ad in Official Show Program



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## 4 Star \$20,000-\$49,999.00

Inclusion in Annual Print Media Campaign  
 Product Sampling and Literature Distribution  
 Annual Link on [www.ReichertCelebration.com](http://www.ReichertCelebration.com)  
 Access to Qualified Mailing List - approximately 15,000+ 1 time  
 Prominently Placed Personalized Individual Arena Signage (logo included) in the select arenas  
 Opportunity for Naming Right of a Celebration Signature Class if available  
 One Minute Commercial Spot prior to Signature Class - Video/Audio  
 One :30 second Video Commercial Spots daily in Celebration Arena-provided by sponsor  
 One :30 second Audio Commercial/Messaging Spots daily in select arenas-provided by sponsor  
 Participation in Awards Ceremony by Company Representative

Promotional Email Inclusion  
 Logo on entire WebCast of Show  
 Product Display Area (placement/size TBD)  
 Individual Logo on Celebration Class Photo if chosen  
 4 Star VIP Platform Arena Seating  
 Golf Cart use for duration of event  
 Half Page Color Ad in Premium Book  
 Daily Tickets to VIP Hospitality Room  
 Full Page Color Ad in Official Show Program



## 3 Star \$10,000-\$19,999.00

Inclusion in Annual Print Media Campaign  
 Annual Link on [www.ReichertCelebration.com](http://www.ReichertCelebration.com)  
 Prominently Placed Personalized Logo Individual Arena Signage in the Celebration arena  
 Logo on entire WebCast of Show  
 One :30 second Video Commercial Spots daily in Celebration Arena-provided by sponsor  
 One :30 second Audio Commercial/Messaging Spots daily in select arenas-provided by sponsor  
 Participation in NSBA Class Awards Ceremony by Company Representative  
 Individual Logo on NSBA Celebration Class Photo if chosen

3 Star VIP Platform Arena Seating  
 Golf Cart use for duration of event  
 Daily Tickets to VIP Hospitality Room  
 Half Page Color Ad in Official Show Program



## 2 Star \$5,000-\$9,999.00

Annual Listing on [www.ReichertCelebration.com](http://www.ReichertCelebration.com)  
 Prominently Placed Personalized Logo Individual Arena Signage in the Celebration arena  
 Participation in NSBA Class Awards Ceremony by Company Representative  
 Individual Logo on NSBA Celebration Class Photo if chosen

2 Star VIP Platform Arena Seating  
 Golf Cart use for duration of event  
 Daily Tickets to VIP Hospitality Room  
 Half Page Color Ad in Official Show Program



## 1 Star \$2,500

Annual Listing on [www.ReichertCelebration.com](http://www.ReichertCelebration.com)  
 Prominently Placed Arena Signage (logo included) in the Celebration arena  
 Participation in NSBA Class Awards Ceremony by Company Representative  
 Individual Logo on NSBA Celebration Class Photo if chosen

1 Star VIP Seating  
 Daily Tickets to VIP Hospitality Room  
 Half Page B&W Ad in Official Show Program

### AQHA/APHA/PhC/POA Class Sponsorship \$500

Sponsor recognition in the Show Program  
 Sponsor recognition on the monthly Celebration Newsletter and Daily News  
 Sponsor announcements during the Reichert Celebration  
 Website link on [www.ReichertCelebration.com](http://www.ReichertCelebration.com)