* **"Legends & Youth**
* **The Trail to the Future"**
* **Illinois Horse Fair**

March 2-4, 2018

**Put the power of *the* largest, all-breed horse event in Illinois to work for YOU to reach potential customers through an extensive marketing campaign reaching millions and a captive equestrian audience of over 13,000 visitors from all over the Midwest! 3 days of shopping, clinics, competitions, and educational opportunities will draw YOUR CUSTOMERS to Springfield. Your business can be in the forefront of every program, banner, advertising message, and sign that these customers see and hear leading up to and during the Illinois Horse Fair!**

While focusing on Illinois, the mission of the Horsemen’s Council of Illinois (HCI) is to protect, educate and advocate for the equestrian lifestyle. For the past 30 years, HCI has produced the Illinois Horse Fair bringing equestrians together to promote their mission while serving as a fundraiser for HCI operations. The Horsemen’s Council of Illinois proudly provides unique youth activities, educational scholarships, disaster relief emergency resources and advocacy for all matters equine and for all equine fields (western, English, racing, trails, competitions, etc.).

The IHF promotional efforts reaches nearly 2,000,000 individuals, hosts hundreds of vendors and participants -- and entertains, influences and educates thousands of visitors!

Over the years we have:

1. brought 13,000 people through the gate annually.
2. leveraged approximately $24,000 in Sponsorship to nearly triple our media exposure to a value of $65,000 through television, radio and social media.
3. generated 1,316,000 impressions with Social Media (FB, Twitter, Instagram, etc.)
4. reached over 250,000 customers through radio.
5. ***therefore, produced viewed impressions at around 1 cent each!***

And we are hard at work to expand this area of influence even further this year.

Our sponsorships are tailored to reflect your brand and budget. Whether introducing you to the benefits of event sponsorship or expanding your investment, the Illinois Horse Fair is the perfect fit for your business.

Remember, the earlier you join us in our commitment to Illinois Horse Fair, the longer your exposure to potential buyers.

Thank you for consideration. We look forward to partnering with you for the 2018 Illinois Horse Fair.

**Illinois Horse Fair**

**Event Partner**

March 2-4, 2018

(2 of 2 available) - $7,500

This Sponsor may have temporary naming rights of one selected arena. Including Team Contests and games in Arena.

**Calendar Year Benefits**

* Weekly social media postings (Facebook, Twitter, IHF/HCI websites, etc.) with information provided by your marketing team.
* Logo will be displayed in all event and organization publicity.
* Page insert (provided by sponsor) in the Horsemen’s Council Newsletter published in print and electronically four (4) times per year.
* Weekly E News Blast with display of logo.
* Logo displayed on the official Illinois Horse Fair and Horsemen’s Council of Illinois web sites with hot link to direct customers to your website.
* Scheduled social media announcements with information provided by your marketing team to coincide with your marketing schedule.

**Event Weekend Benefits**

**Signage**

* Up to 8 Promotional banners/signage displayed in high trafficked areas (such as points of grounds entry, shopping and arena venue entries, etc.) throughout the Fair . (Sponsor must provide banners in consultation with IHF) including signage in both arenas and one shopping venue.
* Literature table in Barn 13.

**Tickets and Passes**

* 8 preferred seating for Friday and Saturday night events.
* Up to 8, three-day passes and 50, one-day passes.
* 8 Hospitality Room Passes.

**Vendor Space**

* 400 Square Foot exhibit space. Additional space available at published rates.

**Media**

* Sponsor will be included in a concentrated media outreach to local and national outlets, on posters and flyers, event invitations and other written materials.
* 8 Daily Public Announcements
* 1 full page black and white ad in the official Fair program.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Sponsor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Contact information: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Illinois Horse Fair**

**Custom Presenting Sponsor**

March 2-4, 2018

(1 of 1 available) - $6,500

**Calendar Year Benefits**

* Acknowledgement and logo on our website, press releases (pre- and post-show), email blasts, promotional posters/flyers, and all direct mail marketing pieces
* Logo inclusion on all TV and print advertising
* Acknowledgement on all radio advertising
* Weekly acknowledgement on our Facebook page from now through Horse Fair
* Acknowledgement on the Horsemen’s Council of Illinois (HCI) bi-weekly E-news from now through Horse Fair
* Acknowledgment in the HCI quarterly newsletter

**Event Weekend Benefits**

**Signage**

* Up to 8 Promotional banners/signage displayed in high trafficked areas (such as points of grounds entry, shopping and arena venue entries, etc.) throughout the Fair . (Sponsor must provide banners in consultation with IHF) including signage in both arenas and one shopping venue.

**Tickets and Passes**

* 6 preferred seating for Friday and Saturday night events.
* Up to 6, three-day passes and 50, one-day passes
* 6 Hospitality Room Passes.

**Vendor Space**

* Exhibitor space in the Expo Building, one 10x30 space.

**Media**

* Sponsor will be included in a concentrated media outreach to local and national outlets, on posters and flyers, event invitations and other written materials.
* 8 Daily Public Announcements
* 1 full page black and white ad in the official Fair program.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Illinois Horse Fair**

**Diamond Sponsor**

March 2-4, 2018

(3 of 3 available) - $5,000

This Sponsor may have temporary naming rights of choice between Barn 14, Barn 18 or the Expo Building.

**Calendar Year Benefits**

* Weekly social media postings (Facebook, Twitter, IHF/HCI websites, etc.) with information provided by your marketing team.
* Logo will be displayed in all event and organization publicity.
* Page insert (provided by sponsor) in the Horsemen’s Council Newsletter published in print and electronically four (4) times per year.
* Weekly E News Blast with display of logo.
* Logo displayed on the official Illinois Horse Fair and Horsemen’s Council of Illinois web sites with hot link to direct customers to your website.
* Scheduled social media announcements with information provided by your marketing team to coincide with your marketing schedule.

**Event Weekend Benefits**

**Signage**

* Up to 6 Promotional banners/signage displayed in areas throughout the Illinois Horse Fair. (Sponsor must provide banners in consultation with IHF) including signage in both arenas and shopping venues.

**Tickets and Passes**

* 4 preferred seating for Friday and Saturday night events.
* Up to 4, three-day passes and 50, one-day passes
* 4 Hospitality Room Passes.

**Vendor Space**

* 200 Square Foot exhibit space. Additional space available at published rates.

**Media**

* Sponsor will be included in a concentrated media outreach to local and national outlets, on posters and flyers, event invitations and other written materials.
* 6 Daily Public Announcements
* 1/2 page black and white ad in the official Fair program.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Illinois Horse Fair**

**Clinician Sponsor**

March 2-4, 2018

(2 of 2 available) – $3,000

**Calendar Year Benefits**

* Logo displayed on the official Horsemen’s Council of Illinois web sites with hot link to direct customers to your website.
* Scheduled social media announcements with information provided by your marketing team to coincide with your marketing schedule.

**Event Weekend Benefits**

**Signage**

* Promotional banners/signage displayed in clinic areas and covered arena (Sponsor must provide banners in consultation with IHF).
* Your business will be named as the clinic sponsor in all advertising.

**Tickets and Passes**

* 2 Hospitality Room passes
* Up to 6 one-day passes.
* 2 evening entertainment passes for Friday.

**Vendor Space**

* 100 Square Foot exhibit space. Additional space available at published rates.

**Media**

* 2 Daily Public Announcements
* 1/3 page black and white ad in the official Fair program.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Contact information: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Illinois Horse Fair**

**Gold Sponsor**

March 2-4, 2018

(5 of 5 available) – $2,500

**Official sponsor of (select from below)**

1. **Saturday Evening Entertainment**
2. **Temporary Naming Rights for the Livestock Center**
3. **Awards**
4. **Educational Seminar rooms**
5. **Carriage Room / Demonstrations**

**Event Weekend Benefits**

**Signage**

* Promotional banners/signage displayed in sponsored areas and covered arena (Sponsor must provide banners in consultation with IHF)

**Tickets and Passes**

* 2 Hospitality Room passes
* Up to 6 one-day passes.
* 2 evening entertainment passes for Saturday.

**Vendor Space**

* 100 Square Foot exhibit space. Additional space available at published rates.

**Media**

* 2 Daily Public Announcements
* 1/4 page black and white ad in the official Fair program.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Illinois Horse Fair**

**Silver Sponsor**

March 2-4, 2018

(5 of 5 available) – $1,500

**Official sponsor of (select from below)**

1. **Hospitality Room**
2. **Il Horse Fair Queen Pageant**
3. **Pitch – A – Pony**
4. **Carriage Rides (with signage on the Carriages)**
5. **Breed and Sport Demonstration**

**Event Weekend Benefits**

**Signage**

* Promotional banners/signage displayed in sponsored areas and covered arena (Sponsor must provide banners in consultation with IHF).

**Tickets and Passes**

* 2 Hospitality Room passes
* Up to 3 one-day passes.

**Vendor Space**

* 100 Square Foot exhibit space. Additional space available at published rates.

**Media**

* 2 Daily Public Announcements
* 1/6 page black and white ad in the official Fair program.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Illinois Horse Fair**

**Bronze Sponsor**

March 2-4, 2018

(3 of 3 available) – $1,000

**Official sponsor of (select from below)**

1. **Stallion Row**
2. **Horses for Sale**
3. **Youth Stabling Area**

**Event Weekend Benefits**

**Signage**

Promotional banners/signage displayed in sponsored areas and covered arena (Sponsor must provide banners in consultation with IHF).

**Tickets and Passes**

* 6 one-day passes.

**Vendor Space**

* 50% discount on 100 Square Foot exhibit space. Additional space available at published rates.

**Media**

* 1 Daily Public Announcements
* 1/8 black and white ad in the official Fair program.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Illinois Horse Fair Supporting Sponsors**

March 2-4, 2018

**Nickle Sponsor** $500

* Promotional banners/signage displayed in Covered Arena (Sponsor must provide banners in consultation with IHF).
* 3 one-day passes.
* 25% discount on 100 Square Foot exhibit space. Additional space available at published rates.
* 1 Daily Public Announcements
* Business card black and white ad in the official Fair program.

**Copper Sponsor** $250

* Promotional banners/signage displayed in Covered Arena (Sponsor must provide banners in consultation with IHF).
* 1 one-day passes.
* 10% discount on 100 Square Foot exhibit space. Additional space available at published rates.
* Business card black and white ad in the official Fair program.

**Illinois Horse Fair Sponsor** $100

Your support provides valuable funding for the educational and entertaining programs and activities being offered at the Illinois Horse Fair. Your sponsorship is appreciated.

**Youth Education and Program Supporter** $100

Your support helps to provide grants for the transportation of youth groups, Touch A Horse program, Safety and Disaster Preparedness, and Youth Involvement Competitions.

**Illinois Horse Fair Supporter** $50

Thank you for your generous donation showing your support for the Illinois Horse Fair and the Equine Industry in Illinois.

**Sponsoring Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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