

38TH ANNUAL IDAHO HORSE EXPO

SPONSORSHIP PACKET

APRIL 5 - 7, 2024



Dear Potential Sponsor: The Idaho Horse Council's annual Idaho Horse Expo is scheduled for April 5 - 7, 2024 at the wonderful Ford Idaho Horse Park. The Idaho Horse Expo is produced by the **Idaho Horse Council**, a non-profit 501 (c) (5) organization who invites you to share in this year's event by becoming a valued sponsor. The Idaho Horse Expo as a subsidiary of the Idaho Horse Council is a 501 (C) 3.

The Idaho Horse Expo is always a spring highlight for horse people of all ages and riding backgrounds. Your sponsorship can help us obtain a greater reach, add more headliners and performers, and bring lots more fun and education to our great state of Idaho.

Highlights of sponsorship include:

- Your business will be showcased on our website
- Your advertisement will appear in the Official Program
- Your company banner will be posted in the arena throughout the event weekend
- Your logo will be used in advertisements and on our well visited Idaho Horse Expo website

Please review the attached packet and select a sponsorship level that you desire. Then get in touch with our show coordinator Dixie Christensen to get great placement on our ads and a quick reply. All of us at the Idaho Horse Council wish to THANK YOU in advance for your generous support.

Contact Info:

- Mailing address: 16114 Idaho Center Boulevard, Suite 5, Nampa, ID 83687
- Email: idahohorsecouncil@yahoo.com
- Phone: 208-465-5477 Idaho Horse Council Office

EXCLUSIVE-PLUS \$7500

- Full front or back page advertisement in our program(s)
- One large (2 1/2 to 3 by 6) banner in prominent area
- Banner provided if needed
- Sponsor announcements during each day's event
- Press Release inclusion
- Media inclusion on radio and TV campaign
- Logo on all printed ads and posters (if logo is camera-ready) Sixteen entry passes good for the entire event
- Vendor booth space up to 10 x 10- in preferred location
- Reciprocating link on website
- Social Media inclusion

PRESENTED BY: THE IDAHO HORSE COUNCIL
WWW.IDAHOHORSECOUNCIL.COM



EXCLUSIVE - \$5000

- Full-page advertisement in our program(s)
- One large (2 1/2 to 3 by 6) banner in prominent areas
- Banner provided if needed
- Sponsor announcements during each day's event
- Logo on all printed ads and posters (if logo is camera-ready)
- Sixteen entry passes good for the entire event
- Vendor booth space up to 10 x 10- preferred location
- Reciprocating link on website
- Social Media Inclusion
- Press Release Inclusion
- TV and Radio campaign inclusion

GOLD - \$2500

- Half page advertisement in our program(s)
- One large (2 1/2 to 3 by 6) banner in prominent areas
- Banner provided if needed
- Sponsor announcements during each day's event
- Logo on all printed ads and posters (if logo is camera-ready)
- Ten entry passes good for the entire event
- Vendor booth space up to 10 x 10
- Reciprocating link on website
- Social Media Inclusion

SILVER - \$1500

- Quarter page advertisement in our program(s) One large (2 1/2 to 3 by 6) banners in prominent areas
- Sponsor announcements during each day's event
- Logo on all printed ads and posters (if logo is camera-ready)
- Eight entry passes good for the entire event
- Vendor booth space up to 10 x 10
- Reciprocating link on website

BRONZE - \$1000

- Quarter page advertisement in our program(s)
- One large (2 1/2 to 3 by 6) banners in prominent area
- Sponsor announcements during each day's event
- Logo on all printed ads and posters (if logo is camera-ready)
- Six entry passes good for the entire event
- Vendor booth space up to 10 x 10
- Reciprocating link on website

Again, all of us at the Idaho Horse Council wish to **THANK YOU** in advance for your generous support of the 2024 Idaho Horse Expo and for supporting the purpose of the Idaho Horse Council: to Promote, Protect, & Preserve the Equine Industry in Idaho. The IHC promotes every type of HORSE activity, endeavors to be its official voice, monitors legislation affecting horse activities, and acts as an information resource for horse owners and regulating bodies.

The IHC also correlates the many horse-related restrictions and regulations declared by Federal and State agencies. For more information about the Idaho Horse Council, please visit our website idahohorsecouncil.com

