

	SAINT LOUIS NATIONAL CHARITY HORSE SHOW stlhorseshow.com	HUNTER JUMPER	AMERICAN SADDLEBRED	Phone 636.394.2083 Fax 636.386.5501
		2011		15572 Clayton Road Ballwin, MO 63011-3142

2011 St. Louis National Charity Horse Show Sponsorship Package

Benefiting ***Stray Rescue of St. Louis*** and ***Therapeutic Horsemanship***

Good for business. When you support the horse show, you're reaching a highly affluent equine audience with discretionary spending money. The St. Louis National Charity Horse Show attracts local exhibitors and participants from over 12 states who compete at this highly prestigious show. Over 800 exhibitors, trainers, parents, vendors and spectators stay in our hotels, dine in our restaurants and shop in our stores. Your support helps the horse show attract an even greater number of people to our show and the surrounding area.

Our History. Originating in 1856, making it the oldest horse show in the country, the St. Louis National Charity Horse Show has existed in its present form since 1978. A 501 (c) (3) not-for-profit organization, our goal throughout the years has been to support and highlight St. Louis-area charities, as well as provide a venue for some of the finest equestrian competition in the nation. This historic horse show carries on a St. Louis tradition that exemplifies sportsmanship and community involvement.

Our Charities. Proceeds from the St. Louis National Charity Horse Show benefit two local charities, Stray Rescue of St. Louis <http://strayrescue.org> and Therapeutic Horsemanship <http://www.thstl.org>.

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Stray Rescue's sole purpose is to rescue stray animals in need of medical attention, restore them to health, and place them in loving adoptive homes. Virtually all of the pets they save have been abused and neglected. They've been dumped on highways, or remote country roads, abandoned in public parks, empty houses and dark alleys. Stray Rescue has even saved dogs left chained behind buildings without food or water after their owners moved away.

Rescued animals often make the best pets. As a no-kill organization, pets from Stray Rescue seem to understand that they have a second lease on life. In return for a little affection and attention, these remarkable animals reward their new owners with a love and loyalty unmatched anywhere.

Therapeutic Horsemanship (TH) has provided award-winning equestrian therapy programs for people with disabilities in St. Louis, St. Charles, Lincoln County and surrounding areas since 1975. Therapeutic Horsemanship is a 501(c)(3) not-for-profit organization located in St. Charles County and is nationally accredited by the North American Riding for the Handicapped Association (NARHA). Ranked as one of the top therapeutic riding programs in the country, TH's mission is to provide equine-assisted therapy programs for individuals with disabilities in order to develop their maximum physical and psychological potential. TH recently has launched "TH Horses for Heroes," which is modeled on a nationwide program that was created in 2007 by NARHA and the Veterans Administration (VA) to assist America's wounded service personnel and veterans. This is the first program of its kind offered in the St. Louis area.

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Sponsorship Levels

Platinum Sponsor Level: \$10,000

- Feature Class (Derby or Grand Prix) Naming Opportunity
- Customized marketing opportunities
- Name on jump at Grand Prix
- Link to website from horse show (stlhorseshow.org)
- Front row tailgate space for Grand Prix, Hunter Derby and Saddlebred Saturday
- Night box seats with acknowledgement by show announcer and presentation opportunity
- Rosette/medallion with long streamer in horse show arena
- Advertising banner in horse show arena for the duration of the two shows
- Sponsorship table in vendor area
- Prominent program, prize list and website advertising (deadline sensitive)
- Prominent mention in national and local press releases

Gold Sponsorship Level: \$5,000

- Name on jump at Grand Prix
- Link to website from horse show (stlhorseshow.org)
- Front row tailgate space for Grand Prix, Hunter Derby and Saddlebred Saturday
- Night box seats with acknowledgement by show announcer and presentation opportunity
- Rosette/medallion with long streamer in horse show arena
- Advertising banner in horse show arena for the duration of the two shows
- Sponsorship table in vendor area
- Program, prize list and website advertising (deadline sensitive)
- Mention in national and local press releases

Silver Sponsorship Level: \$2,500

- Name on jump at Grand Prix
- Opening ceremony participation at one of the shows main events (H/J or Saddlebred) and ribbon presentation opportunity
- Link to website from horse show (stlhorseshow.org)
- Front row tailgate space for Grand Prix, Hunter Derby or Saddlebred Saturday
- Night box seats with acknowledgement by show announcer
- Rosette/medallion with long streamer in horse show arena
- Program, prize list and website advertising (deadline sensitive)

Bronze Sponsorship: \$1,500

- Recognition in the program and on website
- Acknowledgement by show announcer
- Class naming opportunities and ribbon presentation opportunities
- Reserved seating in arena for donor and guests
- Rosette/medallion with short streamer in horse show arena
- Program, prize list and website advertising (deadline sensitive)

Gifts under \$1,000

- Recognition in the program and on website
- Acknowledgement by show announcer
- Available levels:
 - Center-ring sponsor: \$500
 - Grand Prix jump sponsor: \$500 (per jump)
 - Class sponsor: \$200 - \$1,000

Other Gifts

- Recognition in program and by announcer
 - Championship class trophy and ribbon sponsor: \$150
 - Trophy and ribbon sponsor: \$100
 - Trophy or ribbon sponsor: \$50 - \$75

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Sponsorship Form

Company OR Personal Name _____

Contact person (if different from above) _____

Address _____ City _____ State _____ Zip _____

Phone # _____ Fax # _____ E-mail _____

Name as it should appear on printed materials: _____

Yes! We are pleased to support the St. Louis National Charity Horse Show benefiting Stray Rescue of St. Louis and Therapeutic Horsemanship at the following level:

- | | |
|--|---|
| _____ \$10,000- Platinum Sponsorship | _____ \$200 – \$1,000 - Class Sponsor |
| _____ \$5,000 – Gold Sponsorship | _____ \$150 – Championship Trophy & Ribbons |
| _____ \$2,500 – Silver Sponsorship | _____ \$100 – Qualifying Trophy & Ribbons |
| _____ \$1,000 – Bronze Sponsorship | _____ \$75 – Qualifying Trophy |
| _____ \$500 – Center Ring / Jump Sponsorship | _____ \$50 - Ribbon |

Division Request:

ASB ___ Hackney ___ Hunter ___ Jumper ___ Western ___ Other ___

_____ \$ _____ In-Kind Donations or Sponsorships of one of the Parties or Special Youth Events
 (Please call with special requests or questions)

Method of payment – (Gifts are tax deductible according to the amount allowed by law)

___ Our check is enclosed made payable to: **St Louis National Charity Horse Show**

Mail check to: **15572 Clayton Road, Ballwin, MO 63011-3142**

___ Credit Card. ___ M/C ___ VISA _____

Exp. Date _____ Security Code _____

Name as it appears on the card: _____

Signature: _____

E-Mail: stlnhorseshow@aol.com

Website: www.stlhorseshow.com

For Horse Show Use Only

Donation Solicited by: _____ **Date:** _____

Amount \$ _____ **Date Received** _____ **Date Deposited** _____ **Acknowledged** _____

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Show Program Advertising Form

Company OR Personal Name _____

Contact person (if different from above) _____

Address _____ City _____ State _____ Zip _____

Phone # _____ Fax # _____ E-mail _____

Name as it should appear on printed materials: _____

Artwork and program advertising must be submitted no later than Aug 19th 2011

Submit ads as PDF's to: Gretchen@Werremeyer.com

All advertising is full color.

_____ \$500 – Back Cover (8.5”w x 11”)

_____ \$150 – Half Page (8.5”w x 5.5”)

_____ \$400 – Inside Front or Back Cover (8.5w x 11”)

_____ \$125 – Quarter Page (4.25”w x 5.5”)

_____ \$600 – Two Page Spread (17”w x 11”)

_____ \$50 – Business Card (3.5”w x 2”)

_____ \$300 – Full Page (8.5”w x 11”)

Method of payment – (Gifts are tax deductible according to the amount allowed by law)

___ Our check is enclosed made payable to: **St Louis National Charity Horse Show**

Mail check to: **15572 Clayton Road, Ballwin, MO 63011-3142**

___ Credit Card. ___ M/C ___ VISA _____

Exp. Date _____ Security Code _____

Name as it appears on the card: _____

Signature: _____

Website: www.stlhorseshow.com

For Horse Show Use Only

Donation Solicited by: _____ **Date:** _____

Amount \$ _____ **Date Received** _____ **Date Deposited** _____ **Acknowledged** _____

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Prize List Advertising Form

Company OR Personal Name _____

Contact person (if different from above) _____

Address _____ City _____ State _____ Zip _____

Phone # _____ Fax # _____ E-mail _____

Name as it should appear on printed materials: _____

Artwork and program advertising must be submitted no later than June 1st 2011

Submit ads as PDF's to: Gretchen@Werremeyer.com

All advertising is black only.

_____ \$225 – Full Page (5.5" w x 8.5") _____ \$100 – Half Page (5.5"w x 4.25")

Method of payment – (Gifts are tax deductible according to the amount allowed by law)

__ Our check is enclosed made payable to: **St Louis National Charity Horse Show**

Mail check to: **15572 Clayton Road, Ballwin, MO 63011-3142**

__ Credit Card. __ M/C __ VISA _____

Exp.Date _____ Security Code _____

Name as it appears on the card: _____

Signature: _____

Website: www.stlhorseshow.com

For Horse Show Use Only

Donation Solicited by: _____ **Date:** _____

Amount \$ _____ **Date Received** _____ **Date Deposited** _____ **Acknowledged** _____