



PROPOSAL FOR SPONSORSHIP
FOR 3rd ANNUAL
ARIZONA DRAFT HORSE & MULE SHOW
November 11-12, 2011

The Arizona Draft Horse & Mule Association is proud to present the 3rd annual Draft Horse and Mule show on November 11th and 12th, 2011 at the Horseshoe Park and Equestrian Center in Queen Creek, Arizona. Our draft horse show is held in conjunction with the Arizona Festival of Horses which is a two day horse fair and exposition, for horse owners, kids and horse enthusiasts, featuring world-class clinicians, demos on horse related topics, breed and stallion demonstrations, competitions and trade show. Included in the ticket price is admission to Equi-Dance, an evening performance of action packed equine entertainment. In 2010 the Arizona Draft Horse Show and Festival of Horses attracted a two day attendance of over 5000 people. The spectators are not only comprised of local Arizona residents but because the show is held in November there are a number of out of state "snow birds" in attendance. This year our show is part of the North American Six-Horse Hitch Classic Series which will bring contestants from all over the United States and Canada looking to earn points for the year end prize of \$30,000.00.

This is the first year for this show to become a qualifying show for the North American Six-Horse Hitch Classic Series where six-horse hitches earn points towards the finals where each year the top competitors compete for \$30,000 in prize money. Finals are held the last three days of the National Western Stock Show in Denver, Colorado each January. There is a serious need for more qualifying shows to be held in the Western United States. Because our show is a qualifying show attendance by out of state hitches will be high as currently most shows are held in the Mid West and Canada. There are currently 194 hitches competing at 61 shows annually. In the 2009-2010 series a total of \$502,655.00 was paid out in premiums. To be a qualifying show we must award \$2500 in prize money for the six horse hitch class. In addition to the qualifying six-horse class we will have men's and ladie's cart, team, unicorn, four-horse, six-horse and eight-horse open classes. There will also be halter classes, under saddle classes and farm horse classes including the feed lot race and team obstacle. To do all this we need sponsorship dollars to offer participants coming from out of state a gas allowance to offset travel expenses, competitive premium payouts and free stalling for their 6 and 8 horse hitches. In order to attract these big hitches from out of state to come to our show we need your help.

Please see the attached schedule of sponsorship packages and what we are able to offer in exchange for your valued sponsorship dollars.

www.adhma.com
www.festivalofhorses.com
www.naclassicseries.com

Arizona's 3rd Annual Draft Horse and Mule Show

\$6000.00 Barn Sponsor (This will allow us to offer free stalls and shavings to competitors)

- Name listed as draft horse barn sponsor
- Listed as a Barn sponsor on pre-event flyers, and print advertising
- Retail space provided for promotion negotiated per contract
- Full page advertisement on Festival web site as sponsor (you provide digital ad)
- Six (6) banners displayed in visible locations throughout event and barns (if provided)
- Fifteen (15) weekend day passes to the event
- Fifteen (15) "Equi-Dance" Saturday night passes
- Logo listed on the Festival web site under special event page with link
- Public address announcements during the day, prior to and after special event sponsored

\$3000 Half Barn Sponsor (We need two half barn sponsors to allow us to offer free stalls and shavings to competitors)

- Half page ad on Festival web site sponsor page (you provide digital ad)
- Listed as Barn sponsor on pre-event flyers and print advertising
- Three (3) banners displayed in visible locations throughout event and barns (if provided)
- Six (6) weekend day passes to the event
- Six (6) "Equi-Dance" Saturday night passes
- Logo listed on the Festival web site under special event page with link
- 10 x 10 outdoor retail space to sell your product (you provided tent or trailer)
- Public address announcements during the day, prior to and after special event sponsored

\$2500 North American Six-Horse Hitch Class Sponsor (This will be the prize money offered to hitches competing in the North American Six-Horse hitch class)

- Half page ad on Festival web site sponsor page (you provide digital ad)
- Listed as North American Six-Horse Hitch sponsor on pre-event flyers and print advertising.
- Three (3) banners displayed in visible locations throughout event (if provided)
- Six (6) weekend day passes to the event
- Six (6) "Equi-Dance" Saturday night passes
- Logo listed on the Festival web site under special event page with link
- 10 x 10 outdoor retail space to sell your product (you provided tent or trailer)

\$1000 Ticket Sponsor

- Black and White advertising on back side of daytime tickets
- Two (2) weekend day passes to the event
- Two (2) "Equi-Dance" Saturday night passes
- Name listed on web site as sponsor with link

\$500 Banner Sponsor

- One (1) banner displayed in arena (provided by your company)
- Two (2) weekend day passes
- Two (2) “Equi-Dance” Saturday night passes
- Name listed on web site as sponsor with link

\$300 Hitch Class Sponsor

- Two (2) weekend day passes
- Name announced during hitch classes
- Name listed on the Draft Horse show program

\$250 General Sponsor

- Four (4) weekend day passes
- Four (4) “Equi-Dance” Saturday night passes
- Name listed on web site as sponsor with link

\$200 Cart Class Sponsor

- Two (2) weekend day passes
- Name announced during hitch classes
- Name listed on the Draft Horse show program

\$100 Riding Class Sponsor

- Two (2) weekend day passes
- Name announced during hitch classes
- Name listed on the Draft Horse show program

\$100 Halter Class Sponsor

- Two (2) weekend day passes
- Name announced during hitch classes
- Name listed on the Draft Horse show program

For more information, please contact: Audra Daugherty 928-978-0270. Arizona Draft Horse and Mule Association is a 501(c)7 corporation so your donation may be tax deductible as an advertising expense, please consult your tax professional



Here's the crowd enjoying the evening performance of "Equi-Dance". As you can see the stands are full!!!



The blue ribbon winner from the 2010 show in the six-horse hitch class-Flying B Percherons, Prescott, AZ.