



2022 Sponsorship Partner Opportunities

Show Sponsor

Investment: \$7500.00 per show

Entails: Complete sponsorship of an AHAA show, including facility rental and related costs.

Package Perks:

- Naming rights for the sponsored show (provided sponsorship is received before club event naming deadlines)
- Monthly promotion on AHAA Website, Facebook/Instagram
- Option to have an ad in the Appaloosa Journal (international coverage)
- Promotional signage is to be provided by sponsor to be displayed at all AHAA related events for the 2022 season, placed in a premium/priority location
- Advertisement in the show program for applicable sponsored show
- Advertisement in all 2022 AHAA e-newsletters
- Logo on any applicable merchandise and advertising for show
- Hourly intercom announcements at said sponsored show
- Ten Year End Awards Banquet tickets
- Invitation to hand out a Year end Award at Banquet
- Reserved space to present info or product booth at show

Reward for AHAA member who secures sponsorship:

- Three free stalls at one AHAA show (clean out fee not included if applicable) and two judges fees to be used *only* during the 2022 show season, **there will be no carry over.**

Day Sponsor

Investment: \$3000.00 per day

Entails: Complete sponsorship of one full show day, including facility rental and related costs.

Package Perks:

- Bi-monthly promotion on AHAA website, Facebook/Instagram

Appaloosa Horse Association of Alberta

1-51502 Hwy 770, Parkland County, Alberta T7Y 2J9

Email: albertaappaloosa@gmail.com Website: <https://www.appaloosaassociation.com>



- Promotional signage is to be provided by sponsor to be displayed at all AHAA related events for the 2022 season, placed in a premium/priority location
- Advertisement in the show program for applicable sponsored show,
- Advertisement in all 2022 AHAA e-newsletters
- Hourly intercom announcements on said sponsored show day
- Six Year End Awards Banquet tickets
- Invitation to hand out an award at the Year End Awards Banquet
- Reserved space to present info or product booth at sponsored show

Reward for AHAA member who secures sponsorship:

- Two free stalls at one AHAA show (clean out fee not included if applicable) to be used *only* during the 2022 show season, **there will be no carry over.**

Gold Level Sponsor

Investment: \$1000.00

Entails: One complete division sponsorship for show high points and affiliated year end awards.

Package Perks:

- Quarterly promotion on AHAA website, Facebook/Instagram
- Promotional signage is to be provided by sponsor to be displayed at all AHAA related events for the 2022 season
- Advertisement in AHAA e-newsletters related to shows sponsored
- Daily intercom announcement at AHAA Shows
- Two Year End Awards Banquet tickets
- Invitation to hand out sponsored award at the Year End Awards Banquet
- Reserved space to present info or product booth at show

Reward for AHAA member who secures sponsorship:

- Two free judges fees to be used either for one horse at two shows or two horses at one show for the 2022 show season *only*, **there will be no carry over.**

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Silver Level Sponsor

Investment: \$500.00

Entails: One partial division sponsorship of year end awards or year end high points for two shows.

Package Perks:

- Quarterly promotion on AHAA website, Facebook/Instagram
- Promotional signage is to be provided by sponsor to be displayed at all AHAA related events for the 2022 season
- Advertisement in AHAA e-newsletters related to shows sponsored
- One Year End Awards Banquet ticket
- Invitation to hand out sponsored awards at Year End Awards Banquet
- Reserved space to present info or product booth at show

Reward for AHAA member who secures sponsorship:

- One free judges fees to be used at one show for the 2022 season *only*, **there will be no carry over.**

Any and all other sponsorship will receive letters of thank you and appropriate recognition throughout the show season and at the AHAA Year End Awards Banquet.

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