



SPONSORSHIP FORM

Thursday July 20 – Saturday 22, 2017

Hale arena, Kansas City, MO

Visit www.csbhs.org

Contact Lynn McCallister at 913-579-7709

Thank You for your interest in becoming a sponsor.

We will announce your sponsorships at the beginning of the classes.

Please complete this form and your sponsorship check payable to CSBHS, c/o Lynn McCallister.

Mail to Lynn McCallister, 7705 W. 155th St., Overland Park, KS 66223.

Name _____

Farm Name _____

Address _____

City _____ State _____ Zip _____

Phone(s) _____ Fax _____

Email _____ Web Address _____

SPONSORSHIP LEVELS

Academy Class \$50 Regular Class \$125 Championship Class \$175

Named Class (named for any designated person, horse, or organization) \$250

Corporate Gold \$500 • Corporate Platinum \$1000 • Presenting Sponsor \$2000

Corporate Sponsors receive a wide selection of additional benefits, depending on level,

such as arena banners, class sponsorships, local and national media advertisements,

show announcements by Master of Ceremonies, ringside table, and more.

See www.csbhs.org for complete description of sponsorship levels and their benefits.

Please list your preferred classes to sponsor. We will make every effort to accommodate your choices in the order presented. Class assignments are on a first received basis.

1) _____

2) _____

3) _____

4) _____

If Named Class, title of class _____

Check www.csbhs.org, sponsorship page for updated lists of class sponsorships available.

Please sign me up as a Friend of the Horse Show. Enclosed is _____

* CSBHS is 501(C) 4 designated.

Thank You

Corporate Challenge Cup Gold \$500

Corporate Marketing Benefits

- Recognition as a “Kansas City’s Own” Sponsor
- Exposure to Large Central States Demographic Target Market
- Corporate Marketing to the 6th Largest Industry – *Equine*
- Increased Community Relations by Support of Tourist/Visitors Trade and Support of the American Royal Facilities
- Opportunity to Compete with Nationally Recognized and Respected Brands That Support Similar Venues.

Corporate Advertising in Selected Event Print Media

- 1/2 page bk/wt professionally designed ad in Show Program
- Ad listing Corporate Sponsors by level of sponsorship in *National Horseman* magazine - Gold Cup level

Corporate Advertising in Selected Event Web Marketing

- www.CSBHS.org
- Facebook show site recognition

Distinguished Corporate Recognition – Arena Marketing

- Sponsor provided Banner displayed in show arena
- Corporate Advertising Announcements by Master of Ceremonies during event
- Class sponsorship - 1 regular class and 1 championship, OR 1 name class)

Corporate Challenge Cup Platinum \$1000

ADDITIONAL BENEFITS to those listed for Gold Cup level.

Corporate Advertising in Selected Event Print Media

- Promotional/Information Materials supplied by sponsor to be distributed in arena
- FULL PAGE bk/wt professionally designed ad in Show Program
- Ad listing Corporate Sponsors by level of sponsorship in *National Horseman* magazine - Platinum Cup level

Distinguished Corporate Recognition – Arena Marketing

- Sponsor provided Banner displayed in show arena with option of having CSBHS provide professionally designed artwork.
- Additional Corporate Advertising Announcements by Master of Ceremonies During Event
- Class sponsorships - 1 per DAY. Includes one “Name the Class” sponsorship if wanted.
- One exhibitor table

Presenting Sponsor \$2000

ADDITIONAL BENEFITS to those listed for Gold Cup and Platinum Cup levels.

Corporate Advertising in Selected Event Print Media

- FULL PAGE COLOR professionally designed ad in Show Program. You may provide the ad if you prefer.
- Ad listing Corporate Sponsors by level of sponsorship in *National Horseman* magazine - Presenting Sponsor level

Distinguished Corporate Recognition – Arena Marketing

- Professionally designed Sponsor Banner displayed in show arena
- Unlimited Signage and Product Promotion
- Additional Corporate Advertising Announcements by Master of Ceremonies During Event
- Class sponsorships - 1 per DAY. Includes one “Name the Class” sponsorship if wanted.
- One exhibitor table
- One stall