



# Sponsorship Form

Wednesday July 22 – Saturday July 25, 2020  
 Hale arena, Kansas City, MO  
 Visit [www.csbhs.org](http://www.csbhs.org)  
 Contact Lynn McCallister at 913-579-7709

***Thank You for your interest in becoming a sponsor. The show depends on your support.***

Two ways to enter your sponsorship:

- 1) 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.
- 2) Bring this form and payment to the CSBHS office, Hale Arena. We will announce sponsorships at the beginning of the classes and list them on the on-line CSBHS Show Program available during the show at [www.csbhs.org](http://www.csbhs.org) whenever possible.

***Benefits go to Saddlebred Rescue Inc.***

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 & Presenting Sponsors receive additional benefits, see below.  
 Please list your preferred classes to sponsor. We will strive to accommodate your choices in the order given. Class assignments are on a first received basis.

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

If Named Class, requested title of class(s) \_\_\_\_\_

Check [www.csbhs.org](http://www.csbhs.org), sponsorship page for updated lists of class sponsorships available.

Please sign me up as a Friend of the Horse Show. Enclose amount or remit to the show office. Check with the show office or CSBHS.net for an updated list of classes still available for sponsorship.

\* CSBHS is 501(C) 4 designated.

#### Corporate Gold Sponsorship \$500

- Half page bk/wt professionally designed ad in Show Program
- Recognition as a "Kansas City's Own" Sponsor
- Exposure to large Central States demographic target market
- Corporate marketing to 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
- Ad listing Corporate Sponsors by level of sponsorship in National Horseman magazine
- Corporate advertising in selected event web marketing
- Facebook show site recognition
- Sponsor provided banner displayed in arena
- Corporate advertising announcements by Master of Ceremonies during event
- One regular class and one championship, OR one name class sponsorship

#### Corporate Platinum Sponsorship \$1000

- IN ADDITION TO BENEFITS listed for Gold level:
- Full page bk/wt professionally designed ad in Show Program
  - Promotional/Information materials supplied by sponsor to be distributed in arena
  - 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
  - One each day class sponsorship - includes one "Named Class" sponsorship if desired

#### Presenting Sponsor \$2000

- IN ADDITION TO BENEFITS listed for Gold and Platinum levels:
- Full page color professionally designed ad in Show Program. You may provide the ad if you prefer.
  - Corporate advertising in selected event print media
  - Distinguished corporate recognition in arena
  - Professionally designed banner displayed in show arena
  - Unlimited signage and product promotion
  - One each day class sponsorship - includes multiple "Named Class" sponsorship if desired
  - One stall

*Thank You*