



Apple Knoll Farm



25 Forest Lane, Millis, MA 02054

www.appleknoll.com ~ chris@appleknoll.com

(508) 254-4735

USEA Apple Knoll Farm Horse Trials August 2-3, 2008

A portion of the proceeds to benefit

MASSACHUSETTS
4-H Foundation

Sponsorship Opportunities

*****Please note, sponsors are required to provide their own banners, signage, flyers, promotional materials, camera-ready art for advertising, product samples, and on-site staff representatives.*****

I. Title or Presenting Sponsorship -Title- \$6,000

Benefits: -Presenting- \$3000 (2 Sponsorships available)

- All Fence Sponsorship #2 Benefits **and**
- Inclusion in all event advertising and publicity
- 4 Banners: 3 Banners on-site in high traffic areas and 1 on the website with hot link
- On-site broadcast announcements throughout full two days of event
- Inclusion of name on Competitor Pinnies
- “Ownership” of Hospitality Tent & 12 tickets to Competitors Party
- Back cover ad in Program (title sponsorship only)
- Full-page ad in Program (presenting sponsorship only)



II. Phase Sponsorship (Dressage, Stadium or Cross Country) -Platinum- \$2,500

- Benefits:**
- All Fence Sponsorship #2 Benefits **and**
 - On-Site broadcast announcements throughout full two days of event
 - Naming rights to phase venue
 - 3 Banners: Entrance to show/office, phase venue, phase warm-up area
 - Half-page ad in program
 - Link on Apple Knoll Farm website
 - 6 tickets to Competitors Party

III. Start Box or Finish Line Sponsorship -Gold-\$1,500

- Benefits:**
- All fence Sponsorship #2 benefits **and**
 - 2 Banners, one each at start and finish -- highly trafficked/visible areas
 - Half-page ad in Program
 - Link on Apple Knoll Farm website

IV. Fence Sponsorship Package -Silver- \$1,000

Benefits:

All Fence Sponsorship #1 benefits **and**

Season-long banner on outside Jumper Ring (exposure: 2,500 people)

Link on Apple Knoll Farm website

****This package provides on-site visibility at all AKF events for six months****

****Refer to Apple Knoll Farm Calendar of Events for specific listings****

V. Fence Sponsorship Package -Bronze- \$500

Benefits:

Banner on Cross Country Fence

Sponsor Listing in Program

¼ page ad in Program

2 tickets to Competitors Party

Access to Hospitality Tent

VI. Friend of Apple Knoll Farm - - \$100

Benefits:

2 tickets to Competitors Party

Friends Listing in Program

VI. Program and Website Advertising

A variety of program advertising space is available for purchase. The program is printed in black and white and is distributed to competitors, officials, organizers and attendees on both days of the Horse Trials.

Costs:

Brochure Advertising Rates

Value

Full page, 8 ½ × 11 non-bleed (black and white pdf format only)	\$400
Half page, 8 ½ × 5 ½ non-bleed (black and white pdf format only)	\$200
Quarter page, 4 ¼ × 2 ¾ non-bleed (black and white pdf format only)	\$100
Business card, non-bleed (black and white pdf format only)	\$50

<i>Website Advertising Rates</i>	<i>Monthly</i>	<i>3 Month s</i>	<i>6 Month s</i>	<i>12 Months</i>
Banner on Homepage or Calendar page (limited space - 170 × 80 pixels)	\$50	\$125	\$250	\$525
Banner on Website (170 × 80 pixels)	\$35	\$90	\$180	\$360
Link on Website (170 × 80 pixels)	\$25	\$65	\$130	\$270

Contact and Payment Information

Adrienne Iorio

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Checks payable to: Apple Knoll Farm Horse Trials.

Payment must be received by May 1, 2008 to guarantee inclusion.