

The 2010 IFSHA Friesian *World & Grand* National Championship Horse Show

Del Mar Arena, Del Mar CA • October 13–17, 2010

Sponsorship Opportunities

Excitement mounts in anticipation of **The IFSHA World & Grand National Championship Show** to begin on **October 13, 2010**, in the **Del Mar Arena** at the **San Diego County Fairgrounds**, Del Mar, CA. Just exit the **I-5 Fwy** for easy access using **Jimmy Durante Blvd**, look for **IFSHA in lights**, and you're there! The newly **covered Del Mar Arena** can seat almost 4,000 excited fans as beautiful and majestic Friesians compete in over **200 classes**, over 5 days, for top honors and bragging rights. Champions will be crowned by an unprecedented assembly of 6 highly revered judges: Olympic Judge **Axel Steiner** – USDF Dressage Tests, ADS Judge **Audrey Bostwick** – Carriage Pleasure Driving, USEF Judge **Dr. Walter De La Brosse** – Dancing Championships, and USEF Judges **Chris Bickford**, **Bill Hughes**, and **Richard Petty** for all other recognized divisions.

The **Saturday Evening Gala** will feature a spectacular benefit show for the **Warrior Foundation** and **Project Freedom Station**, with Warrior Foundation Founder and talk radio **760 KFMB AM** San Diego Radio personality, **Rick Roberts**. Experience the excitement of blazing Chariots and the pageantry of gleaming Knights in Armor, just to name a few highlights. *Join us for a night full of fantastic equestrian entertainment in honor of our Armed Forces which preserve and protect our freedom!*

Come shop our **ring-side Trade Faire** while you watch the competition. It offers dozens of booths, fun shopping for unique tack, gifts, and access to specialty vendors for your shopping pleasure. As you enjoy the show and shop, don't miss our **Sale Barn**, **Silent Auction**, **Stallion Service Auction**, as well as a fresh new line of **IFSHA brand** clothing, accessories and unique gifts! Don't forget to ask for your discount coupons to **Scream Zone**, a Halloween attraction ranked number 3 in the nation which will be running adjacent to the show bringing tens of thousands of visitors to the fairgrounds every year.

Purchase Advertised Sponsorship Packages as outlined in the attached forms or **Call Now** to create your own **Custom Sponsor Package** to fit your special business needs. Shortly after you commit, you will be recognized as follows:

On our Web Sites: www.friesianshowhorse.com and www.IFSHAWorld.com

And in our Bi-Monthly Electronic Publications: **IFSHA E-News** and **From the IFSHA Office**

Packages can be upgraded as the event draws near. However the more desirable opportunities may run out as there are a limited number of "**High Visual Sponsorships**" available. Sign up for **Division, Title, Co-Host, Platinum Elite, Platinum Crown & Platinum Sponsorships** as well as **Premium & Show Program Advertising** now. First Come! First Serve!

Join **IFSHA** as a member today and enjoy discounts on advertising and purchases. Just show your card! For Event Information, Advertising, Sponsorships, Trade Faire & Entries, go to www.friesianshowhorse.com or www.IFSHAWorld.com or call Gareth Selwood at 262-325-0283 EST or Nancy Nathanson at 805-448-3027 PST — then fax in your sponsorship form now!



IFSHA Sponsorship Levels



PLATINUM ELITE SPONSOR \$15,000

Featured on 3 Major Marquees (Jimmy Durante Blvd., Main Entrance & Arena)
Choice of 2 Golf Carts or 1 Golf Cart & 1 10'x10' Trade Faire Booth or 2 10'x10' Trade Faire Booths
 Show Program Full Page Color Back Cover Ad Space* (First Come, First Right of Refusal)

or Show Program Full Page Color Ad Space*

2 Banner Advertising Spaces* (*Choice of East & West in Arena or 1 in Arena & 1 Bike Rack*)
 Your Promotional Material (i.e. Sample, Coupon, Brochure) Included in Show Welcome Bag

\$500 Gift Certificate for El Sueño Español

8 Scream Zone Unlimited Access Tickets (www.thescreamzone.com)

Cheese & Fruit Platter Catered Daily Thursday thru Sunday

Silver Commemorative Charger with Wine & 6 IFSHA Wine Glasses

2 Complimentary VIP 6 Seat Boxes (12 Seats)

Preferred Stabling & 4 Parking Permits

Division Class Sponsor

PA Announcement during Sponsored Classes & Throughout the Show

Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

PLATINUM CROWN SPONSOR \$10,000

Featured on 2 Major Marquees (*Choice of Main Entrance & Arena or Arena & 1 Bike Rack*)
Choice of 2 Golf Carts or 1 Golf Cart & 1 10'x10' Trade Faire Booth or 2 10'x10' Trade Faire Booths
 Show Program Full Page Color Inside Front or Back Ad Space* (First Come, First Right of Refusal)

or Show Program Full Page Color Ad Space*

Banner Advertising in the Arena*

Your Promotional Material (i.e. Sample, Coupon, Brochure) Included in Show Welcome Bag

\$400 Gift Certificate for El Sueño Español

6 Scream Zone Unlimited Access Tickets (www.thescreamzone.com)

Cheese & Fruit Platter Catered Daily Thursday thru Sunday

Silver Commemorative Charger with Wine & 6 IFSHA Wine Glasses

2 Complimentary VIP 6 Seat Boxes (12 Seats)

Preferred Stabling & 4 Parking Permits

Session Class Sponsor

PA Announcement during Sponsored Classes & Throughout the Show

Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

PLATINUM SPONSOR \$5,000

Featured on Show Arena Marquee
Choice of 1 Golf Cart or 1 10'x10' Trade Faire Booth
 Show Program Full Page Color Ad Space*

Banner Advertising in the Arena*

Your Promotional Material (i.e. Sample, Coupon, Brochure) Included in Show Welcome Bag

\$250 Gift Certificate for El Sueño Español

Silver Commemorative Charger with Wine & 6 IFSHA Wine Glasses

Complimentary VIP 6 Seat Box

Preferred Stabling & 2 Parking Permits

Eight Class Sponsorships

PA Announcement during Sponsored Classes & Throughout the Show

Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

*Patron to provide Banners and/or Advertising



IFSHA Sponsorship Levels



continued

GOLD SPONSOR \$2,500

Featured on Show Arena Marquee
Show Program 1/2 Page Color Ad Space*
Banner Advertising in the Arena*

\$100 Gift Certificate for El Sueño Español
Complimentary VIP 6 Seat Box
Preferred Stabling & 1 Parking Permit

Five Class Sponsorships

PA Announcement during Sponsored Classes & Throughout the Show
Invitation to Present the Awards in your Sponsored Classes

Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

Sign Up Now!
First Come!
First Serve!

BOX SEATS \$350

6 Seat Box
includes a Table

PREMIUM BOOK ADVERTISING

Full Page B&W* \$200

Half Page B&W* \$150

DIVISION SPONSOR \$1,500

Division Class Sponsor

Specialty (Walk/Trot, Costume, Liberty, Tandem, Leadline, EQ, English Show Hack), Driving (All Driving, All Hitches), Western Pleasure & Trail (Trail includes in-hand & under saddle with any discipline), Dancing Horse, Halter (In-Hand & Baroque), Dressage (Dressage Sport Horse, Court & On the Rail), Saddle Seat (Country, Pleasure, Park), Hunter/Hack (Hunter Pleasure & Hack)

PA Announcement during Sponsored Classes & Invitation to Present the Awards in your Sponsored Classes
Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

ARENA BANNER SPONSOR \$150

Display One Banner*
in the Arena
Daily PA Announcements

SILVER SPONSOR \$1,000

Complimentary 6 Seat Box
Four Class Sponsorships

PA Announcement during Sponsored Class
Invitation to Present the Awards in your Sponsored Classes
Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

CONTRIBUTING SPONSOR \$100

Single Class Sponsor
PA Announcement during Sponsored Class
Invitation to Present the Awards in your Sponsored Classes
Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

BRONZE SPONSOR \$500

2 Banner Advertising Spaces* (East & West sides in Arena)
Two Class Sponsorships

PA Announcement during Sponsored Class
Invitation to Present the Awards in your Sponsored Classes
Featured Event Sponsor in *IFSHA e-News, From the Office*, the IFSHA Web Site, and the IFSHA World Show Web Site reaching over 5,000 contacts bi-monthly

WELCOME BAG STUFFER \$100

Insert your product sample, gift certificates, publication, coupons, and/or promotional items for an elevated presence during the show. All items must be preapproved and received two weeks prior to the show. Call for more details.

BIKE RACK BANNER SPONSOR \$200

Display One 3x6 Banner* on a Bike Rack on the Show Grounds
Daily PA Announcements

Bike rack signage on the show grounds displays your company name along high visibility areas designated for pedestrian and horse/rider traffic, in the barn areas, and around the warm-up arenas.

TRADE FAIRE BOOTH

10x10, including 20 amp service as low as \$300
Contact *Regine Brockway* at friesians@aol.com
or by phone at 253-335-9834 PST

STALLION AUCTION

Contact *Jill Stingley* at jillstingley@aol.com
or by phone at 909-241-1225 PST

SALE BARN

Contact *Leo Zylstra* at friesian@zylstrafriesianhorses.com
or by phone at 360-985-2910 PST

SILENT AUCTION

Contact *Lauralee Martin* by phone at 910-638-4920 EST
Horse & Non-Horse Items Wanted

*Patron to provide Banners and/or Advertising

The 2010 IFSHA Friesian *World & Grand* National Championship Horse Show Sponsorship Form



Please circle either/or choices.

- PLATINUM ELITE SPONSOR** \$15,000
Choice of 2 Golf Carts or 1 Golf Cart & 1 10'x10' Trade Faire Booth or 2 10'x10' Trade Faire Booths
Choice of Banner Location East & West in Arena or 1 in Arena & 1 Bike Rack
 Division Sponsorship Choice _____
- PLATINUM CROWN SPONSOR** \$10,000
Choice of Marquee Location Main Entrance & Arena or Arena & 1 Bike Rack
Choice of 2 Golf Carts or 1 Golf Cart & 1 10'x10' Trade Faire Booth or 2 10'x10' Trade Faire Booths
 Session Sponsorship Choice _____
- PLATINUM SPONSOR** \$5,000
Choice of 1 Golf Cart or 1 10'x10' Trade Faire Booth
- GOLD SPONSOR** \$2,500
- DIVISION SPONSOR** \$1,500
 Division Sponsorship Choice _____
- SILVER SPONSOR** \$1,000
- BRONZE SPONSOR** \$500
- BIKE RACK BANNER SPONSOR** \$200
- ARENA BANNER SPONSOR** \$150
- CONTRIBUTING SPONSOR** \$100
- WELCOME BAG STUFFER** \$100

If you have preferred class choices, list here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

- 6 Seat Box @ \$350
- Premium Full Page B/W Ad @ \$200
- Premium Half Page B/W Ad @ \$150

Please sponsor my classes in the following name:

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

e-mail _____ Website _____

Total Amount Enclosed \$ _____

Payment method: Check () Credit Card ()

Card Type: MasterCard () VISA ()

Name on Card _____ Signature _____
(Please Print)

Card Holder Address _____

City _____ State _____ Zip _____

Card Number _____

Expiration Date _____ (Month/Year) Security Code _____



Make check payable to:

IFSHA

Send your check or credit card authorization along with this sponsor form to:

Nancy Nathanson
 P.O. Box 535
 Santa Ynez CA 93460
 805-448-3027