

Southeastern Reining Horse Association

Dear Prospective Sponsor:

Thank you for your interest in sponsorship opportunities with the Southeast Reining Horse Association (SERHA) for the 2008 season. SERHA is an Affiliate of the National Reining Horse Association (NRHA) and consists of approximately 200 members from more than a dozen states as well as Canada and the United Kingdom. SERHA experienced strong growth in 2007, with over 300 entries at our "Spring Celebration and Derby" (despite an unfortunate scheduling conflict with the NRBC) and over 400 entries at the July "Main Event and Double Run Farm Futurity." We increased the total added money for our July Futurity by over \$13,000; presented six trophy saddles to Futurity winners and awarded prizes for 1st – 5th place in all 28 regular classes at the show. In 2007, thanks to the support of our sponsors, we awarded nearly \$20,000 in saddles, buckles and class awards. For 2008 our plans include a larger Derby at the Spring Celebration with more classes and increased added money and additional growth at our summer Futurity show with even more added money. The SERHA Board of Directors also made significant steps towards increasing exhibitor satisfaction by increasing the amount of entry fees that are paid back to entrants.

All of these efforts are dependent upon the generous support of our sponsors. We have created several levels of sponsorship and have made an effort to make sure that each one, regardless of commitment, offers an exceptional value for your advertising dollar. Sponsorship fees include all production costs for banners, signs and advertising – there are no hidden fees. All you have to do is complete the attached sponsorship reservation form and provide your camera-ready artwork by the published deadline.

Thank you for kindly considering a sponsorship,

The Board of Directors and Members of SERHA

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<p>Show Sponsor Maximum of 2</p>	<p>From \$20,000 Exclusive Naming rights for Show ("Acme Farm Products Derby & Show") Center Banner in Main Arena - Both Sides (full color) Banner in covered warm-up pen – both sides (full color) Name / Logo on photo backdrop banner "Welcome" banner on show grounds Space for display of product or literature Name on Event Trophies and Awards Two page color spread in SERHA Annual show guide Prominent Logo on SERHA Affiliate Team Apparel Prominently featured in event advertising Prominently featured on SERHA web site Prominently featured during show announcements Sign on fence in paddock (full color, 3 x 4) Name listing in NRHA show schedule (web and The Reiner magazine) Eight tickets for SERHA awards banquet</p>
<p>Event Sponsor Maximum of 4 depending upon Show Sponsor Commitment</p>	<p>\$10,000 - \$20,000 Naming rights for Event ("Acme Farm Products Derby") Center Banner in Main Arena - Both Sides (full color) Banner in covered warm-up pen (one color) Booth space for display of product or literature Name on Event Trophies and Awards Full page Color ad in SERHA Annual show guide Logo on SERHA Affiliate Team Apparel Listed on Sponsor panel for Win Photos Prominently featured in event advertising Prominently featured on SERHA Web site Prominently featured during show announcements Sign on fence in paddock (full color, 3 x 4) Four Tickets for SERHA awards banquet</p>
<p>Platinum Sponsor 6 Available</p>	<p>\$5,000 Banner "between the markers" in Main Arena - Both Sides (full color) Listed on Sponsor panel for Win Photos Full page B&W ad in SERHA Annual Show Guide Listing in Advertising Listed on Web site Featured prominently during show announcements Sign on fence in paddock (full color, 3 x 4)</p>
<p>Gold Sponsor 8 Available</p>	<p>\$2,500 Banner "at the markers" in Main Arena - Both Sides (full color) Listed on Sponsor Panel for Win Photos ½ page B&W ad in SERHA Annual Show Guide Listed on Web site Listed in Advertising Featured regularly during show announcements Sign on fence in paddock (two color, 3 x 4)</p>

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Silver Sponsor 10 Available	\$1,000 Banner in the Main Arena - Both Sides (single color) Listed on Sponsor panel for Win Photos ¼ page B&W ad in SERHA Annual Show Guide Listed in Advertising Listed on Web site Featured periodically during show announcements Sign on fence in paddock (two color, 2 x 3)
Sponsor 24 Available	\$500 Sign on fence in Paddock (two color, 2 x 3) Announced during sponsored class
Supporter 32 Available	\$250 Sign on fence in Paddock (one color, 2 x 3) Announced during sponsored class

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Desired Sponsorship Level (circle one)

Platinum Gold Silver Sponsor Supporter

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Name to be announced: _____

Copy for banner or sign: _____

Logos & artwork must be delivered by March 15, 2008 in order for banners and signs to be produced. Deadline for listing in magazine advertising is March 1. SERHA accepts no responsibility for the quality of signage produced from non-camera ready artwork.

Please return this completed form by mail to:

SERHA

2651 Blue Banks Loop Rd NE

Leland, NC 28451

Forms may also be faxed to 910-763-6877

Electronic artwork should be submitted to cosper@cosper.com