

**SOUTHEASTERN REINING HORSE ASSOCIATION (“SERHA”)
2010 SPONSORSHIP OPPORTUNITIES**

TROPHY SPONSORS (ALL LEVELS)

- Listed as Trophy Sponsor on SERHA website
- Announced periodically during show announcements

Plaques - \$50.00
Pewters - \$150.00
Buckle - \$150.00
Morrison - \$300.00
Lawson - \$500.00

CLASS SPONSORS - \$500.00 (both SERHA shows) or \$250.00 (one SERHA show)

- Listed on card for win photo of class sponsored
- Announced during sponsored class
- Listed as Class Sponsor on SERHA website

BRONZE SPONSORSHIP - \$1,000.00 TO \$2,499.99

- Banner in Main Arena – both sides – single color banner
- Listing on Sponsor Panel for win photos
- ½ page ad (full color) for SERHA’s show guide (Celebration Book)
- Listed in advertising
- Listed on website
- Featured during show announcements

SILVER SPONSORSHIP - \$2,500.00 TO \$4,999.99

- Banner in the Main Arena – both sides – full color banner
- Listing on Sponsor Panel for win photos
- Sponsor’s choice of either ¾ page color ad in Celebration Book or two ads (1/2 page and ¼ page, on different pages) in the Celebration Book
- Listed in all event advertising
- Listed on SERHA website
- Featured during show announcements
- Two tickets to SERHA’s annual awards banquet

GOLD SPONSORSHIP - \$5,000.00 - \$9,999.99

- Center banner in Main Arena – both sides - full color banner
- Banner in covered warm-up pen – one color banner
- Booth space for display of product or literature
- Prominent placement of full page color ad in SERHA’s Celebration Book (show guide)**
- Listing on Sponsor Panel for win photos
- Predominantly featured in event advertising
- Predominantly featured on SERHA website
- Predominantly featured during show announcements
- Four tickets to SERHA’s annual awards banquet

PLATINUM SPONSORSHIP - \$10,000.00 and up

- Exclusive naming rights for Premier Event run at the show sponsored
- Center banner in Main Arena – both sides of arena – full color banner
- Banner in covered warm-up pen – full color
- Name/Logo on photo backdrop banner
- Space for display of product or literature
- Name on trophies/awards given for Premier Event at show sponsored
- Prominent logo on SERHA Affiliate Team apparel
- Prominently featured in event advertising
- Prominently featured on SERHA website
- Prominently featured in show announcements
- Name listing in NRHA show schedule (including Reiner ads)
- Prominent placement of full page color ad in SERHA's Celebration Book (show guide)**
- Four tickets to SERHA's annual awards banquet

OTHER SPONSORSHIP OPPORTUNITIES

- Donations of any amount are greatly appreciated. Your donation can be used for an award (tack or personal items), towards added money in a class, or towards a trophy.
- Donations of merchandise are always welcome! SERHA awards prizes, in addition to its money payouts, so tack items (halters, leads, brushes, hoopicks) or equine care items (fly spray, ointments, hoof dressing, feed, supplements, etc.) are greatly appreciated.
- Donations of your time and assistance at our shows are always appreciated! We can always use help at the in gate and in distributing the awards.
- Business card on the SERHA page in the NRHA's Reiner magazine - \$350.00 per year

Your donation will be recognized during announcements made during the course of the show, in our Newsletter and on our website.

ADVERTISING IN THE SERHA CELEBRATION BOOK (Show Guide)

SERHA publishes a full-color guide to our shows. This book contains information about the Affiliate and its shows, as well as offer plenty of opportunities to advertise your business, product or facility. Ad rates are as follows:

- "Prime" placement (inside front cover, inside back cover, both sides of center page): \$275.00
- Full Page: \$250.00
- Half-Page: \$175.00
- Quarter-Page: \$125.00
- Business Card: \$ 75.00

Please note that all copies for ads, banners and signs must be camera-ready and delivered by February 15, 2010 in order to allow sufficient time for the banner/sign to be created. Copy for ads, banners and signs must be sent to:

Lisa A. Mathews
2057 Broad Street Road
Maidens, VA 23102

(804) 338-8630 l.m.quarterhorses@att.net

