



**SOUTHEASTERN REINING HORSE ASSOCIATION ("SERHA")
2011 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's - \$300.00
Lawson's - \$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, hoofpicks) 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 offers 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 March 5, 2011 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

2011 SERHA SPONSORSHIP PLEDGE

DESIRED SPONSORSHIP LEVEL: _____
(if Class Sponsorship, please name class to be sponsored and if one or both shows)

GENERAL SPONSORSHIP: _____ (Item donated, or Dollar Amount)

TROPHY SPONSORSHIPS: _Plaque (\$50) _Pewter (\$150) _Buckle (\$150)
_Morrison (\$300) _Lawson (\$500)

No. of Trophies sponsored: _____

BILLING PREFERENCE: _single invoice _quarterly invoices
(NOTE: Quarterly invoices not available for Class, Trophy or General Sponsorships)

CONTACT PERSON: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL ADDRESS: _____

NAME TO BE ANNOUNCED: _____

Thank you for your generosity!! Please let us know how we can better serve you, as our sponsor:

NAME OF SPONSOR: _____

(Signature and Date)

SERHA Contact Person: _____

Please mail this completed form, together with your payment (or initial payment if requesting quarterly invoices) to:

S.E.R.H.A. 2011 Sponsorships
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