



Illinois Horse Fair

March 1-3, 2019



Put the power of the largest, all-breed horse event in Illinois to work for YOU to reach potential customers through an extensive marketing campaign reaching millions and a captive equestrian audience of over 11,000 visitors from all over the Midwest! 3 days of shopping, clinics, competitions, and educational opportunities will draw YOUR CUSTOMERS to Springfield. Your business can be in the forefront of every program, banner, advertising message, and sign that these customers see and hear leading up to and during the Illinois Horse Fair!

While focusing on Illinois, the mission of the Horsemen's Council of Illinois (HCI) is to protect, educate and advocate for the equestrian lifestyle. For the past 30+ years, HCI has produced the Illinois Horse Fair bringing equestrians together to promote their mission while serving as a fundraiser for HCI operations. The Horsemen's Council of Illinois proudly provides unique youth activities, educational scholarships, disaster relief emergency resources and advocacy for all matters equine and for all equine fields (western, English, racing, trails, competitions, etc.).

The IHF promotional efforts reaches nearly 2,000,000 individuals, hosts hundreds of vendors and participants -- and entertains, influences and educates thousands of visitors!

Over the years we have:

1. brought 11,000 people through the gate annually.
2. leveraged approximately \$24,000 in Sponsorship to nearly triple our media exposure to a value of \$65,000 through television, radio and social media.
3. generated 1,316,000 impressions with Social Media (FB, Twitter, Instagram, etc.)
4. reached over 250,000 customers through radio.
5. ***therefore, produced viewed impressions at around 1 cent each!***

And we are hard at work to expand this area of influence even further this year.

Our sponsorships are tailored to reflect your brand and budget. Whether introducing you to the benefits of event sponsorship or expanding your investment, the Illinois Horse Fair is the perfect fit for your business.

Remember, the earlier you join us in our commitment to Illinois Horse Fair, the longer your exposure to potential buyers.

Thank you for consideration. We look forward to partnering with you for the 2019 Illinois Horse Fair.

ihf@horsemencouncil.org

Illinois Horse Fair, PO Box 13374, Springfield, IL 62791

2019 Illinois Horse Fair Sponsorship Opportunities

	Promotional Banners and Signs	Vendor Space	Media Announcements	Pre-Fair Advertising	Fair Program Ad	Entertainment Tickets	Passes	Hospitality Passes
Event Partner \$7,500	Up to 8 throughout the Fair Temporary naming rights to the Covered Arena	400 SF	8 Daily	Logo displayed on website, Facebook, and in Print	1 Full Page	8 Preferred Seating for Fri and Sat	8 Three-Day, 50 One-Day	8 Three-Day
Presenting Sponsor \$6,500	Up to 6 throughout the Fair Temporary naming rights to one of the main streets of the fair	300 SF	8 Daily	Logo displayed on website, Facebook, and in Print	1 Full Page	6 Preferred Seating for Fri and Sat	6 Three-Day, 50 One-Day	6 Three-Day
Diamond Sponsor \$5,000	Up to 6 throughout the Fair Temporary naming rights to one of the main buildings	200 SF	8 Daily	Logo displayed on website, Facebook, and in Print	1/2 Page b/w	4 Preferred Seating for Fri and Sat	4 Three-Day, 30 One-Day	4 Three-Day
Clinician Sponsor \$3,000	Up to 4 in Clinic Areas and Covered Arena	100 SF	6 Daily	Logo displayed on website, and Facebook	1/3 Page b/w	2 Seating for Fri	6 One-Day	2 Three-Day
Gold Sponsor \$2,500	Up to 2 in Sponsored Area and Covered Arena	100 SF	5 Daily	Logo displayed on website, and Facebook	1/4 Page b/w	2 Seating for Sat	6 One-Day	2 Three-Day
Silver Sponsor \$1,500	Up to 2 in Sponsored Area and Covered Arena	100 SF	4 Daily	Logo displayed on website, and Facebook	1/6 Page b/w		3 One-Day	2 Three-Day
Bronze Sponsor \$1,000	Up to 2 in Sponsored Area and Covered Arena	50% Discount on 100 SF	3 Daily	Logo displayed on website, and Facebook	1/8 Page b/w		3 One-Day	
Nickel Sponsor \$500	1 in Covered Arena	25% Discount on 100 SF	1 Daily		Business Card b/w		3 One-Day	
Copper Sponsor \$250	1 in Covered Arena	10% Discount on 100 SF			Business Card b/w		1 One-Day	

ihf@horsemenscouncil.org

Illinois Horse Fair, PO Box 13374, Springfield, IL 62791

217/ 689-4224 ext. 1



Illinois Horse Fair Event Partner

March 1-3, 2019
\$7,500



This Sponsor may have temporary naming rights of Covered Arena.

Calendar Year Benefits

- Weekly social media postings (Facebook, Twitter, IHF/HCI websites, etc.) with information provided by your marketing team.
- Logo will be displayed in all event and organization publicity.
- Page insert (provided by sponsor) in the Horsemen's Council Newsletter published in print and electronically four (4) times per year.
- Weekly E News Blast with display of logo.
- Logo displayed on the official Illinois Horse Fair and Horsemen's Council of Illinois web sites with hot link to direct customers to your website.
- Logo inclusion in all print advertising.
- Acknowledgement on all radio advertising.

Event Weekend Benefits

Signage

- Up to 8 Promotional banners/signage displayed in high trafficked areas (such as points of grounds entry, shopping and arena venue entries, etc.) throughout the Fair (Sponsor must provide banners in consultation with IHF) including signage in both arenas and one shopping venue.

Tickets and Passes

- 8 preferred seating in the Covered Arena for all events.
- Up to 8, three-day passes and 50, one-day passes.
- 8 Hospitality Room Passes.
- Presentation of Awards at the "Fairground Showdown" Youth Speed Challenge on Sunday by your business representative.

Vendor Space

- Event Partner will have premium vendor location centered at the main entrance of the Expo Center.
- 400 Square Foot exhibit space. Additional space available at published rates.

Media

- Sponsor will be included in a concentrated media outreach to local and national outlets, on posters and flyers, event invitations and other written materials.
- 8 Daily Public Announcements
- 1 full page ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact Information: _____

IHF/HCI Signature: _____ **Date:** _____

ihf@horsemencouncil.org

Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair Event Partner

March 1-3, 2019
\$7,500

This Sponsor may have temporary naming rights of Barn 13 Arena.

Calendar Year Benefits

- Weekly social media postings (Facebook, Twitter, IHF/HCI websites, etc.) with information provided by your marketing team.
- Logo will be displayed in all event and organization publicity.
- Page insert (provided by sponsor) in the Horsemen's Council Newsletter published in print and electronically four (4) times per year.
- Weekly E News Blast with display of logo.
- Logo displayed on the official Illinois Horse Fair and Horsemen's Council of Illinois web sites with hot link to direct customers to your website.
- Logo inclusion in all print advertising.
- Acknowledgement on all radio advertising.

Event Weekend Benefits

Signage

- Up to 8 Promotional banners/signage displayed in high trafficked areas (such as points of grounds entry, shopping and arena venue entries, etc.) throughout the Fair (Sponsor must provide banners in consultation with IHF) including signage in both arenas and one shopping venue.

Tickets and Passes

- 8 preferred seating in the Covered Arena for all events.
- Up to 8, three-day passes and 50, one-day passes
- 8 Hospitality Room Passes.

Vendor Space

- Event Partner will have premium vendor location centered at the main entrance of the Expo Center.
- 400 Square Foot exhibit space. Additional space available at published rates.

Media

- Sponsor will be included in a concentrated media outreach to local and national outlets, on posters and flyers, event invitations and other written materials.
- 8 Daily Public Announcements
- 1 full page ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

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Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair

Custom Presenting Sponsor

March 1-3, 2019
\$6,500

This Sponsor may have temporary naming rights of one of the two main streets that the Fair is located on.

Calendar Year Benefits

- Acknowledgement and logo on our website, press releases, email blasts, promotional posters/flyers, and all direct mail marketing pieces
- Logo inclusion on all print advertising
- Weekly acknowledgement on our Facebook page from now through Horse Fair
- Acknowledgement on the Horsemen's Council of Illinois (HCI) bi-weekly E-news from now through Horse Fair
- Acknowledgment in the HCI quarterly newsletter

Event Weekend Benefit

Signage

- Up to 6 Promotional banners/signage displayed in high trafficked areas (such as points of grounds entry, shopping and arena venue entries, etc.) throughout the Fair (Sponsor must provide banners in consultation with IHF) including signage in both arenas and one shopping venue.

Tickets and Passes

- 6 preferred seating in the Covered Arena for all events.
- Up to 6, three-day passes and 50, one-day passes
- 6 Hospitality Room Passes.

Vendor Space

- Custom Presenting Sponsor will have premium vendor location centered at the main entrance of the Expo Center.
- 300 Square Foot exhibit space. Additional space available at published rates.

Media

- Sponsor will be included in a concentrated media outreach to local and national outlets, on posters and flyers, event invitations and other written materials.
- 8 Daily Public Announcements
- 1 full page ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact information: _____

IHF/HCI Signature: _____ **Date:** _____

ihf@horsemencouncil.org

Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair Diamond Sponsor

March 1-3, 2019
\$5,000



This Sponsor may have temporary naming rights of choice between Barn 14, Barn 18 or the Expo Building.

Calendar Year Benefits

- Acknowledgement and logo on our website, press releases, email blasts, promotional posters/flyers, and all direct mail marketing pieces
- Logo inclusion on all print advertising
- Weekly acknowledgement on our Facebook page from now through Horse Fair
- Acknowledgement on the Horsemen's Council of Illinois (HCI) bi-weekly E-news from now through Horse Fair
- Acknowledgment in the HCI quarterly newsletter

Event Weekend Benefits

Signage

- Up to 6 Promotional banners/signage displayed in areas throughout the Illinois Horse Fair. (Sponsor must provide banners in consultation with IHF) including signage in both arenas and shopping venues.

Tickets and Passes

- 4 preferred seating in the Covered Arena for all events.
- Up to 4, three-day passes and 30, one-day passes
- 4 Hospitality Room Passes.

Vendor Space

- 200 Square Foot exhibit space. Additional space available at published rates.

Media

- Sponsor will be included in a concentrated media outreach to local and national outlets, on posters and flyers, event invitations and other written materials.
- 8 Daily Public Announcements
- 1/2 page black and white ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact information: _____

IHF/HCI Signature: _____ **Date:** _____

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Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair Clinician Sponsor

March 1-3, 2019
\$3,000

Calendar Year Benefits

- Logo displayed on the official Horsemen's Council of Illinois web sites with hot link to direct customers to your website.
- Scheduled social media announcements with information provided by your marketing team to coincide with your marketing schedule.

Event Weekend Benefits

Signage

- Promotional banners/signage displayed in clinic areas and covered arena (Sponsor must provide banners in consultation with IHF).
- Your business will be named as the clinic sponsor in all advertising.

Tickets and Passes

- 2 Hospitality Room passes
- Up to 6 one-day passes.

Vendor Space

- 100 Square Foot exhibit space. Additional space available at published rates.

Media

- 6 Daily Public Announcements
- 1/3 page black and white ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact information: _____

IHF/HCI Signature: _____ **Date:** _____

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Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair Gold Sponsor

March 1-3, 2019
\$2,500



Official sponsor of (select from below)

1. Temporary Naming Rights for the Livestock Center
2. Awards
3. Educational Seminar rooms
4. Carriage Room / Demonstrations

Event Weekend Benefits

Signage

- Promotional banners/signage displayed in sponsored areas and covered arena (Sponsor must provide banners in consultation with IHF)

Tickets and Passes

- 2 Hospitality Room passes
- Up to 6 one-day passes.

Vendor Space

- 100 Square Foot exhibit space. Additional space available at published rates.

Media

- 2 Daily Public Announcements
- 1/4 page black and white ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact information: _____

IHF/HCI Signature: _____ **Date:** _____

ihf@horsemencouncil.org

Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair Silver Sponsor

March 1-3, 2019
\$1,500



Official sponsor of (select from below)

1. Hospitality Room
2. Il Horse Fair Queen Pageant
3. Pitch – A – Pony
4. Breed and Sport Demonstration

Event Weekend Benefits

Signage

- Promotional banners/signage displayed in sponsored areas and covered arena (Sponsor must provide banners in consultation with IHF).

Tickets and Passes

- 2 Hospitality Room passes
- Up to 3 one-day passes.

Vendor Space

- 100 Square Foot exhibit space. Additional space available at published rates.

Media

- 4 Daily Public Announcements
- 1/6 page black and white ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact information: _____

IHF/HCI Signature: _____ **Date:** _____

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Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair Bronze Sponsor

March 1-3, 2019
\$1,000



Official sponsor of (select from below)

- 1. Stallion Row**
- 2. Horses for Sale**
- 3. Youth Stabling Area**

Event Weekend Benefits

Signage

Promotional banners/signage displayed in sponsored areas and covered arena
(Sponsor must provide banners in consultation with IHF).

Tickets and Passes

- 6 one-day passes.

Vendor Space

- 50% discount on 100 Square Foot exhibit space. Additional space available at published rates.

Media

- 3 Daily Public Announcements
- 1/8 black and white ad in the official Fair program.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact information: _____

IHF/HCI Signature: _____ **Date:** _____

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Illinois Horse Fair, PO Box 13374, Springfield, IL 62791



Illinois Horse Fair Supporting



Sponsors

March 1-3, 2019

Nickle Sponsor \$500

- Promotional banners/signage displayed in Covered Arena (Sponsor must provide banners in consultation with IHF).
- 3 one-day passes.
- 25% discount on 100 Square Foot exhibit space. Additional space available at published rates.
- 1 Daily Public Announcements
- Business card black and white ad in the official Fair program.

Copper Sponsor \$250

- Promotional banners/signage displayed in Covered Arena (Sponsor must provide banners in consultation with IHF).
- 1 one-day passes.
- 10% discount on 100 Square Foot exhibit space. Additional space available at published rates.
- Business card black and white ad in the official Fair program.

Illinois Horse Fair Sponsor \$100

Your support provides valuable funding for the educational and entertaining programs and activities being offered at the Illinois Horse Fair. You will receive acknowledgement in the official Fair program. Your sponsorship is appreciated.

Youth Education and Program Supporter \$100

Your support helps to provide grants for the transportation of youth groups, Touch A Horse program, Safety and Disaster Preparedness, and Youth Involvement Competitions. You will receive acknowledgement in the official Fair program. Your support is appreciated.

Illinois Horse Fair Supporter \$50

Thank you for your generous donation showing your support for the Illinois Horse Fair and the Equine Industry in Illinois. You will receive acknowledgement in the official Fair program. Your support is appreciated.

Sponsoring Business: _____

Sponsor Signature: _____ **Date:** _____

Contact information: _____

IHF/HCI Signature: _____ **Date:** _____

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