



Illinois Horse Fair

March 4-6, 2022



#IHF22

Be a part of the Illinois Horse Fair. Illinois' largest, all-breed horse event has opportunities to put your business front and center to potential customers through an extensive marketing campaign reaching millions all over the Midwest! 3 days of shopping, clinics, competitions, youth horse judging and educational opportunities will draw NEW CUSTOMERS to YOUR business. Your business can be in every program, advertising message, social media and on banners and signs that these customers see and hear leading up to, during and after the Illinois Horse Fair!

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, legislative actions, 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. nearly tripled our media exposure to a value of \$65,000 through television, radio, print and social media campaign.
3. generated 1,316,000 impressions with Social Media (FB, Twitter, Instagram, etc.)
4. reached over 300,000 customers through radio.
5. *therefore, produced viewed impressions at around 1 cent each!*

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. 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 2022 Illinois Horse Fair. Contact us so we can customize a program for you!

Tony Troyer
IHF22 Chairman

Paula Briney
HCI President

ihf@horsemencouncil.org

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



Illinois Horse Fair Event Partner \$7,500



This Sponsor may have temporary naming rights of the Coliseum Arena.

Calendar Year Benefits

- 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.
- 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 for all events.
- 8, three-day badges
- 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:** _____

Contact Information: _____

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

ihf@horsemencouncil.org

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



Illinois Horse Fair Custom Presenting Sponsor \$6,500

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

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
- Acknowledgement on our Facebook page from now through Horse Fair
- Acknowledgement on the Horsemen's Council of Illinois (HCI) E-news from now through Horse Fair
- Acknowledgment in the HCI newsletters

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 for all events.
- 6 - three-day badges
- 40 - 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 \$5,000



This Sponsor may have temporary naming rights of Barn 13 or 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
- Acknowledgement on our Facebook page from now through Horse Fair
- Acknowledgement on the Horsemen's Council of Illinois (HCI) E-news from now through Horse Fair
- Acknowledgment in the HCI newsletters

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 for all events.
- 4 - three-day Badges
- 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: _____

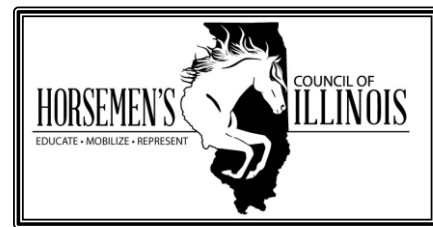
Sponsor Signature: _____ **Date:** _____

Contact information: _____

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

ihf@horsemencouncil.org

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



Illinois Horse Fair Clinician Sponsor \$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 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
- 2 Three Day Badges
- 2 Preferred Seating for Friday or Saturday night event
- 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:** _____

ihf@horsemencouncil.org

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



Illinois Horse Fair

Gold Sponsor

\$2,500



Official sponsor of (select from below)

- 1. Awards**
- 2. Educational Seminar rooms**
- 3. Carriage Room / Demonstrations**

Event Weekend Benefits

Signage

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

Tickets and Passes

- 1 three-day badge
- 2 Hospitality Room passes
- 2 Preferred seating for Friday or Saturday night event
- 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

\$1,500



Official sponsor of (select from below)

- 1. Hospitality Room**
- 2. IL Horse Fair All Youth Judging**
- 3. IL Horse Fair Ambassador Program**
- 4. Breed and Sport Demonstration**

Event Weekend Benefits

Signage

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

Tickets and Passes

- 2 Hospitality Room passes
- Up to 6 one-day passes.
- 1 three-day Badge

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:** _____

ihf@horsemencouncil.org

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



Illinois Horse Fair Bronze Sponsor \$1,000



Official sponsor of (select from below)

- 1. Stallion Row**
- 2. Horses for Sale**

Event Weekend Benefits

Signage

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

Tickets and Passes

- 3 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:** _____

ihf@horsemencouncil.org

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



Illinois Horse Fair Supporting Sponsors



Nickle Sponsor \$500

- Promotional banners/signage displayed in Expo or 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 Expo or 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:** ____

ihf@horsemencouncil.org

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