

# North Dakota Horse Expo

HOSTED BY NORTH DAKOTA EQUINE ASSOCIATION





# North Dakota Horse Expo

JUNE 4 - 6, 2021, ALL SEASONS ARENA, MINOT, ND

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## Howdy Partner!

We want to introduce you to the North Dakota Horse Expo! North Dakota Horse Expo is an annual event hosted by the North Dakota Equine Association (NDEA). The goal of the non profit group NDEA is to host an annual event that will educate the public on “everything equus” in North Dakota. North Dakota Horse Expo will give all horse lovers, horse related businesses as well as the general public a fun and exciting event to learn and see “everything equus”! The North Dakota Horse Expo will host clinicians who will educate the public with lectures, demonstrations, or ride along clinics. North Dakota Horse Expo will also host horse related business in the event center as a way to showcase themselves to their ideal customer. North Dakota Horse Expo hopes that by hosting this annual event we can become the central hub for all North Dakotans who are horse owners, lovers or admirers. Our dream for this expo and the association, along with public education, is to offer grants and direct funding to equine related non profit companies and scholarship opportunities for anyone looking to further their education in the livestock or agriculture industry. We’re bringing in a one of a kind show to North Dakota called, Gladius The Show. This performance will showcase horses in the performing arts and bring up attendance of the expo, which will help us serve our purpose of educating the public. Your business will benefit from advertising or donating to our event by putting you in the sights of key customers who are looking for your products or services. We have already been receiving a lot of social media and news attention and we are confident that your partnership with the NDHE will be mutually beneficial.

Thank you for your time and consideration,  
The North Dakota Equine Association Board

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## Packages

Your donation of funding for the North Dakota Horse Expo will be put to great use in hosting this large annual event.

### All sponsorship levels include:

- 1) Recognition on social media
- 2) Business name listing on sponsor banner in both arenas
- 3) Listing in event program

### Specialty sponsorship packages include:

**Bay** - \$100 OR donation of an item, gift certificate or service valued at a minimum of \$100

25% discount on booth rental and 2 event passes.

### Palomino - \$300

50% discount on booth space, an 1/8 page color advertisement in the event program and 2 event passes.



\* 1/8, 1/4 & 1/2 page sample from 2019 event program



Program cover from 2019

### Buckskin - \$500

Free 10x10' booth space, a 1/4 page color advertisement in the event program, and 4 event passes

### Grulla - \$1000

Free 10x10' booth space, a 1/2 page color advertisement in the event program, logo display on website homepage, logo on program cover and 4 event passes.

### Roan - \$1500

Free 10x20' booth space, logo on all seasons arena wrapping, a full page color advertisement in the event program, logo display on any event fliers or postcards and homepage of website, logo on program cover, logo on T-Shirts, and 8 event passes.

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## Packages Continued

### **Sorrel** - \$2000

Free 10x20' booth space, logo on all seasons arena wrapping, a full page color advertisement in the event program, logo display on any event fliers or postcards and homepage of website, logo on program cover, logo on T-Shirts, and 10 event passes, One Premier table for 6 at "Gladius The Show", and 6 drink tickets.

### **Cremello** - \$3000

Free 10x20' booth space, logo on all seasons arena wrapping, a full page color advertisement in the event program, logo display on any event fliers or postcards and homepage of website, logo on program cover, logo on T-Shirts, 2 camping spots for Friday and



*Sample of arena wrapping.*

Saturday night, and 10 event passes and 10 "Gladius The Show" tickets. One VIP table for 4 at "Gladius The Show" with meet and greet the horses and cast immediately after the show, snack basket, and 8 drink tickets.

### **Grey** - \$5000

Free 10x20' booth space with extra large option if needed, logo on all seasons arena wrapping, a full page color advertisement in the event program, logo display on any event

fliers or postcards and homepage of website, logo on program cover, logo on T-Shirts, and 10 event passes, 10 Gladius tickets. 2 camping spots for Friday and Saturday night, One VIP table for 8 with meet and greet the horses and cast immediately after the show, snack basket and 16 drink tickets, exclusive naming as NDHE brought to you in part by (your name here).



*All recipients of logo ads for T-Shirts will be displayed on the back of our T-Shirts. Logo size will depend on sponsorship level*



## Packages Continued

### **Black** - \$10,000

Free 10x20' booth space with extra large option if needed, logo on all seasons arena wrapping, logo display on any event fliers or postcards and homepage of website, logo on program cover, logo on T-Shirts, color full page back cover of program OR inside cover of program. 2 camping spots for Friday and Saturday night each, 10 event passes and 10 Gladius tickets. One VIP table for 12 for "Gladius The Show", meet and greet the cast and crew immediately after the show, snack basket, 24 drink tickets, exclusive naming as NDHE brought to you in part by (your name here), personal appearance at your location with cast and crew members (details TBD), cocktail hour with the cast after the show.

***\*\*Logo size on all seasons arena wrapping will be determined by sponsorship level\*\****

***Event Program Advertisement deadline is May 1, 2021***



*Gladius The Show*