



Classic and Division Sponsorship Opportunities

Title Series Sponsor: \$60,000

- We are offering one **Title Series Sponsor** opportunity per year. Your Company name will be included in the title of all "A" rated horse shows, i.e. "*Your Company Name Show Series*" (the Giant Steps Charity Show is excluded from this offer)
- Prize money totaling at least 80% of sponsored amount
- Title Series Sponsor will be used in all branding and advertising for the horse show series
- One specialty jump featuring sponsor's logo, to be displayed in the grand prix arena throughout the show series
- Up to six company banners (provided by and approved by Sonoma Horse Park); two displayed prominently in the grand prix arena and up to four displayed throughout the horse show grounds
- Name and logo to be incorporated on the cover of all premium books of horse show series, as well as any additional advertising.
- Full page color ad in all remaining 2010 horse show premium books and event programs (artwork to be provided by sponsor)
- Vendor space (10' x 20') in premium location available throughout sponsored horse show for product display
- VIP table for eight at all horse show events in 2010 series
- Four VIP Parking Passes at all horse shows in 2010 series
- Grand prix ring crew shirts displaying sponsor's logo to be worn on one weekend day of each horse show
- Announcement of sponsor's message on the public address system throughout the horse show series
- Premium website listing with sponsor's link, logo and photo in a specific category on www.sonomahorsepark.com website. Sponsor's link and logo to also be displayed on the website homepage
- Participation in winner's circle awards ceremony

Diamond Series Classic Sponsor: \$20,000 minimum sponsorship

- Company name included in title of sponsored class with prize money totaling at least 80% of sponsored amount
- Company name associated with a minimum of 3 Classics (can be either Hunter or Jumper Classics; number of classics and number of horse shows to be agreed upon by both parties)
- Up to four company banners (provided by and approved by Sonoma Horse Park); two displayed prominently in the grand prix arena and up to two displayed on the horse show grounds
- Full page color ad in all remaining 2010 horse show premium books and event programs (artwork to be provided by sponsor)

- Vendor space (10' x 20') in premium location available throughout sponsored horse shows for product display
- VIP table for eight at all "A" rated horse shows in 2010 series
- Four VIP Parking Passes at all horse shows in 2010 series
- Announcement of sponsor's message on the public address system throughout the show season
- Premium website listing with sponsor's link, logo and photo in a specific category on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony

Platinum Series Classic Sponsor: \$12,500 minimum sponsorship

- Company name included in title of sponsored class with prize money totaling at least 80% of sponsored amount
- Company name associated with a minimum of 2 Classics (either Hunter or Jumper Classics; number of classics and number of horse shows to be agreed upon by both parties)
- One standard plank jump featuring sponsor's logo to be used during sponsored class (deluxe specialty jump may be provided at additional cost)
- Up to two company banners (provided by and approved by Sonoma Horse Park); one displayed prominently in the grand prix arena and one displayed on the horse show grounds
- Full page b/w ad in all remaining 2010 horse show premium books and event programs (artwork to be provided by sponsor)
- VIP table for eight at all "A" rated horse shows in 2010 series
- Two VIP Parking Passes at all horse shows in 2010 series
- Announcement of sponsor's message on the public address system throughout the show season
- Premium website listing with sponsor's link, logo and photo in a specific category on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony

Individual Grand Prix Sponsorship: \$25,000 minimum sponsorship

- Company name included in title of sponsored grand prix with prize money totaling at least 80% of sponsored amount
- One specialty jump featuring sponsor's logo to be used in the grand prix arena during sponsored event (provided by and approved by Sonoma Horse Park)
- Up to five company banners (provided by and approved by Sonoma Horse Park); two displayed prominently in the grand prix arena and up to three displayed throughout the horse show grounds
- Company name and logo will be used in all branding and advertising associated with the horse show with sponsored grand prix
- Name and logo to be incorporated on the cover of premium books of sponsored show, as well as any additional advertising associated with that show
- Full page color ad in all remaining 2010 horse show premium books and event programs (artwork to be provided by sponsor)
- Vendor space (10' x 20') in premium location available throughout sponsored horse show for product display
- VIP table for eight at all "A" rated horse shows in 2010 series
- Four VIP Parking Passes at all horse shows in 2010 series
- Grand prix ring crew shirts displaying sponsor's logo (provided by sponsor) to be worn on the day of the grand prix

- Announcement of sponsor's message on the public address system throughout the horse show
- Premium website listing with sponsor's link, logo and photo in a specific category on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony

Premium Individual Classic Sponsorship: \$10,000 minimum sponsorship

- Company name included in title of sponsored classic with prize money totaling at least 80% of sponsored amount
- Company name associated with an Individual Classic held during one of the horse shows (can be either Hunter or Jumper Classics; to be agreed upon by both parties)
- Up to three company banners (provided by and approved by Sonoma Horse Park); one displayed prominently in the grand prix arena and up to two displayed on the horse show grounds
- Full page b/w ad in all remaining 2010 horse show premium books and event programs (artwork to be provided by sponsor)
- VIP table for eight at horse show with sponsored classic
- Three VIP Parking Passes at horse show with sponsored classic
- Announcement of sponsor's message on the public address system throughout the classic
- Premium website listing with sponsor's link, logo and photo in a specific category on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony

Elite Individual Classic Sponsorship: \$7,000 minimum sponsorship

- Company name included in title of sponsored classic with prize money totaling at least 80% of sponsored amount
- Company name associated with an Individual Classic held during one of the horse shows (can be either Hunter or Jumper Classics; to be agreed upon by both parties)
- Two company banners (provided by and approved by Sonoma Horse Park); one to be displayed in the grand prix arena and one displayed on the horse show grounds
- Half page b/w ad in all remaining 2010 horse show premium books and event programs (artwork to be provided by sponsor)
- VIP table for eight at horse show with sponsored classic
- Three VIP Parking Passes at horse show with sponsored classic
- Announcement of sponsor's message on the public address system throughout the classic
- Website listing with sponsor link and logo on www.sonomahorsepark.com website
- Participation in winner's circle awards ceremony

Choice Individual Classic Sponsorship: \$4,500 minimum sponsorship

- Company name included in title of sponsored classic with prize money totaling at least 80% of sponsored amount
- Company name associated with an Individual Classic held during one of the horse shows (can be either Hunter or Jumper Classics; to be agreed upon by both parties)
- One company banner (provided by and approved by Sonoma Horse Park); to be displayed on the horse show grounds
- Half page b/w ad in all remaining 2010 horse show premium books and event programs (artwork to be

provided by sponsor)

- Participation in awards ceremony
- VIP table for eight at horse show with sponsored classic
- Two VIP Parking Passes at horse show with sponsored classic
- Announcement of sponsor's message on the public address system throughout the classic
- Website listing with sponsor link and logo on www.sonomahorsepark.com website

Season Series Division Sponsorship: \$2,200

- Company name associated with sponsored division at all six shows during the horse show season
- Company name included in title of sponsored division in all remaining series premium books
- One company banner (provided by and approved by Sonoma Horse Park); to be displayed on the horse show grounds
- Half page b/w ad in all remaining 2010 horse show premium books and event programs (artwork to be provided by sponsor)
- Two VIP tickets at all "A" rated horse shows in 2010 series
- One VIP Parking Pass at all horse shows in 2010 series
- Company name associated with a division at all shows during the 2010 series
- Announcement of sponsor's message on the public address system throughout the division
- Website listing with sponsor link and logo on www.sonomahorsepark.com website

Individual Horse Show Division Sponsorship: \$600

- Company name associated with sponsored division during one horse show
- Company name included in title of sponsored division in one horse show's premium books
- Half page b/w ad in one horse show's premium books (artwork to be provided by sponsor)
- Announcement of sponsor's message on the public address system throughout the division
- Website listing with sponsor link and logo on www.sonomahorsepark.com website

Custom Sponsorship Packages

- If you would like to design a custom sponsorship package that will meet your needs, please contact Ashley Herman at ashley@sonomahorsepark.com or 415.518.2145