



2010 Sponsorship Opportunities

Classic and Division Sponsorship

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: \$15,000 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: \$7,500 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)
- 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: \$5,000 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: \$2,500 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
- 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

VIP Table, Small & Large VIP Cabanas, VIP Tickets & Parking Passes

VIP Table - \$1,200

- Table for eight on the VIP berm
- Two VIP Parking Passes for corresponding horse show
- Professionally catered breakfast and lunch each day of the horse show
- Wine served daily with lunch c/o the Vineyard Sponsor

VIP Small Cabana - \$2,200

- Accommodates 13 people. Included in the Small Cabana is a table for nine, sofa, chair and coffee table on the VIP berm
- Three VIP Parking Passes for corresponding horse show
- Professionally catered breakfast and lunch each day of the horse show
- Wine served daily with lunch c/o the Vineyard Sponsor

VIP Large Cabana - \$3,500

- Accommodates 22 people. Included in the Large Cabana are two tables for nine, sofa, chair and coffee table on the VIP berm

- Five VIP Parking Passes for corresponding horse show
- Professionally catered breakfast and lunch each day of the horse show
- Wine served daily with lunch c/o the Vineyard Sponsor

Individual VIP Tickets - \$200

- Access to VIP tent
- Professionally catered breakfast and lunch each day of the horse show

VIP Parking Pass

- VIP Series Parking Pass (6 horse shows) - \$400
- All VIP Series Parking Passes will be given a designated parking space in the first row for the entire series labeled with your name
- Individual Show VIP Parking Pass - \$100

Print, Banner & Website Advertising

Print Advertisements

- Premium books are mailed out to an active list of horse show exhibitors living in California, Oregon, Arizona and Nevada. For the 2010 show season there will be four premium book mailings:

- 1st **Mailing:** Equestrian Challenge (C) - May 19 - 23, 2010
- 2nd **Mailing:** June Classic (A) - June 16 - 20, 2010
- 3rd **Mailing:** Equestrian Classic I (AA) - July 27 - August 1, 2010
Giant Steps Charity (C) - August 4 - 8, 2010
- 4th **Mailing:** August Classic (A) - August 25 - 29, 2010
September Classic (A) - September 8 - 12, 2010
Strides & Tides (A) - September 15 - 19, 2010

- Below are the series discounts. Payment must be made in advance for the full series discount (artwork to be provided by sponsor).

| Per Insertion: | 1 time | 2 times | 3-4 times |
|-----------------|--------|---------|-----------|
| Full Page Color | \$780 | \$760 | \$710 |
| Full Page B/W | \$500 | \$480 | \$430 |
| 1/2 Page Color | \$580 | \$560 | \$510 |
| 1/2 Page B/W | \$340 | \$330 | \$300 |

Banner Advertisements

- Grand Prix Arena 3' x 8' Banner - \$1,600/year per banner
- Ringside 3' x 8' Banner - \$1,300/year per banner
- Ringside 3' x 8' Banner - \$1,000/year (2 or more banners)

Website Listing Advertisements

- Website Listing (company name, logo and link) - \$200/year

Winery & Event Sponsorship Opportunities

Title Event Sponsorship

- Winery to host an event on an afternoon of one of 2010 horse shows. Winery to provide wine and service staff for featured event (hors d'oeuvres/food are optional; to be discussed with SHP). Winery to also provide a few additional cases to be the exclusive wine offered in the VIP tent for the corresponding horse show (number of cases may vary slightly from show to show; total estimated number of cases needed to supply wine event and VIP tent are 12 to 14 cases)
- Winery's name and logo will be featured on the **cover** of the corresponding horse show's premium books. These books will be mailed out to an active list of horse show exhibitors living in California, Oregon, Arizona and Nevada (approximately 2,100 addresses)
- Winery will be used in all branding and advertising for the corresponding horse show. Additionally, we will give the Winery and a full page, black & white ad in the corresponding premium book (artwork to be provided by winery)
- One company banner displayed prominently in the Grand Prix arena at the horse show with the sponsored event. Same banner to be displayed on the horse show grounds for the other six horse shows in the 2010 show season
- One vendor space (10' x 10') in a premium location at horse show with sponsored event
- VIP table for eight at the "A" rated horse show with the sponsored Classic. The VIP tables are located on the tented berm overlooking the Grand Prix arena. Breakfast and Lunch are served daily in the VIP tent
- Two VIP Parking Passes at the horse show with sponsored event
- Website listing for the winery's link and logo on www.sonomahorsepark.com
- Announcement of the winery's message on the public address system throughout horse show with sponsored event

Winery VIP Tent Sponsorship

- Winery to provide 8 to 10 cases of wine to be the exclusive wine offered in the VIP tent for the corresponding horse show (number of cases may vary slightly from show to show; any left over bottles of wine, will be given as awards to class winners)
- One vendor space (10' x 10') in a premium location at horse show with sponsored wine
- Winery's name and logo will be featured on the **cover** of the corresponding horse show's premium books. These books will be mailed out to an active list of horse show exhibitors living in California, Oregon, Arizona and Nevada (approximately 2,100 addresses)
- Winery will be used in all branding and advertising for the corresponding horse show. Additionally, we will give the Winery and a full page, black & white ad in the corresponding premium book (artwork to be provided by winery)
- VIP table for eight at the "A" rated horse show with the sponsored wine. The VIP tables are located on the tented berm overlooking the Grand Prix arena. Breakfast and Lunch are served daily in the VIP tent.
- Two VIP Parking Passes at the horse show with sponsored wine
- Website listing for the winery's link and logo on www.sonomahorsepark.com website
- Announcement of the winery's message on the public address system throughout horse show with sponsored wine

Winery Series Division Sponsorship

- Winery to provide 7 cases of wine, to be awarded to the division champion at each of the 7 horse shows (*Optional: Winery can opt to provide an additional 35 bottles of wine to be awarded to the winner of each of the 5 division classes at each show*)
- Winery name associated with sponsored division at all seven shows during the horse show season
- Winery name included in title of sponsored division in all remaining series premium books
- Half page b/w ad in all seven 2010 horse show premium books (artwork to be provided by winery)
- Website listing for the winery's link and logo on www.sonomahorsepark.com website
- Announcement of winery's message on the public address system throughout the sponsored division

Winery Individual Horse Show Division Sponsorship

- Winery to provide 2 cases of wine; the first case to be awarded to the division champion at one horse show and the individual bottles in the second case to be awarded to first place class winners at the show
- Winery associated with sponsored division during one horse show
- Winery included in title of sponsored division in one horse show's premium books
- Half page b/w ad in corresponding horse show's premium book (artwork to be provided by winery)
- Website listing for the winery's link and logo on www.sonomahorsepark.com website
- Announcement of winery's message on the public address system throughout the sponsored division

Kids Day - \$3,500 (during one agreed upon show date)

- Proposed themed events will feature pony rides, bounce houses, games, and other various activities
- One 3' x 8' banner in grand prix arena (artwork provided by sponsor)
- Title associated with Kids' Day sponsor
- Full page ad in one premium book (artwork to be provided by sponsor)
- 10' x 20' product display tent (provided by Sonoma Horse Park)
- Two VIP tickets to grand prix at sponsored horse show
- One VIP Parking Pass at sponsored horse show
- Website listing with sponsor's link and logo on www.sonomahorsepark.com website

Event Sponsorship

- If you are interested in hosting an event during one of our horse shows, please contact Ashley Herman at ashley@sonomahorsepark.com or 415.518.2145

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