



## 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](http://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](http://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](http://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](http://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](http://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](mailto:ashley@sonomahorsepark.com) or 415.518.2145