

Title Sponsor

\$40,000

Name and/or logo of Title Sponsor to appear in all Horse Expo Canada marketing material: Your package includes:

- Expo to be titled **Horse Expo Canada Presented by: *Your Company***
- **Your logo in print material** where Horse Expo Canada logo is displayed
- **Your logo in digital material** where Horse Expo Canada Logo is displayed
- Your supplied Banners Prominently Displayed, in prime locations during the show
- Aisle Banners with your logo and Horse Expo's logos
- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- Clinic or Seminar Schedule Recognition during the weekend, promoting your business products and/or services
- Booth Space and size at an agreed upon prime location within the Horse Expo show
- VIP Tickets for the weekend, including special seating at the shows.
- Horse Expo Program – 2-page ad in the Horse Expo Program.
- Horse Expo Program – Cover recognition in the Horse Expo Program.
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 6 posts before the expo and 6 after
- Press Release Recognition
- Bag Sponsorship included
- X-large logo on media wall
- 12 Horse Expo Weekend Passes
- 8 Horse Expo VIP Passes

Ag-West Sponsor

\$5,000 (Ag West / Ag East Combined \$8,000)

The Ag-West Arena will be titled with 'your company's name or product'. Your arena will be where some of the clinics, demonstrations and events are conducted throughout the three (3) days of Horse Expo Canada's show. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- 50% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 4 posts before the expo and 3 after
- Your provided signage and banners will be displayed in the Ag-West Arena
- Press Release Recognition
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$500 advertising credit
- Bag Sponsorship included
- Large logo on media wall
- 6 Horse Expo Weekend Passes

Ag-East Sponsor

\$5,000 (Ag West / Ag East Combined \$8,000)

The Ag-East Arena will be titled with 'your company's name or product'. Your arena will be where some of the clinics, demonstrations and events are conducted throughout the three (3) days of Horse Expo Canada's show. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- 50% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 4 posts before the expo and 3 after
- Your provided signage and banners will be displayed in the Ag-East Arena
- Press Release Recognition
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$500 advertising credit
- Bag Sponsorship included
- Large logo on media wall
- 6 Horse Expo Weekend Passes

Stockmen's Arena Sponsor

\$5,000

The Stockmen's arena will be titled as 'your company's name or product' arena. Your arena will be where some of the clinics, demonstrations and events are conducted throughout the three (3) days of Horse Expo Canada's show. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- 50% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 4 posts before the expo and 3 after
- Your provided signage and banners will be displayed in/around the Stockmens Arena
- Press Release Recognition
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$500 advertising credit
- Bag Sponsorship included
- Large logo on media wall
- 6 Horse Expo Weekend Passes

Trade Show Floor Sponsor

\$5,000 (4 available)

The Trade Show Floor (Pavilion) will be titled as 'your company's name or product' building/pavilion. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- 50% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 4 posts before the expo and 3 after
- banners will be displayed at the main entrances to the sponsored floor
- Press Release Recognition
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$500 advertising credit
- Bag Sponsorship included
- Large logo on media wall
- 6 Horse Expo Weekend Passes

Presentation Lounge Sponsor

\$4,000ea. (2 lounges available)

The Presentation Lounges will be titled with 'your company's name or product'. Your area will be where the presentations and talks are conducted throughout the three (3) days of Horse Expo Canada's show. There will be 1 lounge in the prairie pavilion and 1 lounge in the Ex-Hall. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- 40% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 3 posts before the expo and 2 after
- Your provided signage and banners will be displayed in/around the Presentation Lounges
- Press Release Recognition
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$400 advertising credit
- Medium logo on media wall
- 4 Horse Expo Weekend Passes

Parkland Arena Sponsor

\$3,000

The Parkland arena will be titled as 'your company's name or product' arena. Your arena will be where some of the clinics, demonstrations and events are conducted throughout the three (3) days of Horse Expo Canada's show. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- 30% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 3 posts before the expo and 1 after
- Your provided signage and banners will be displayed in the Parkland Arena
- Press Release Recognition
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$300 advertising credit
- Small logo on media wall
- 4 Horse Expo Weekend Passes

Equipment Sponsor

\$TBD

Your logoed equipment to be used where some of the clinics, demonstrations and events are conducted throughout the three (3) days of Horse Expo Canada's show. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- 30%* off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 3* posts before the expo and 1* after
- Your provided signage and banners will be displayed in the Arena where your equipment is operating
- Press Release Recognition
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$300* advertising credit
- Small logo on media wall
- 4* Horse Expo Weekend Passes

* Value to reflect actual monetary value of sponsorship

Clinician / Presenter Sponsor

\$1,500

Your chosen clinician or presenter will be presented by *Your Company*. *Your Company* will be listed in the schedule (printed and online) with the clinician or presenter. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 2 posts before the expo
- Announcements throughout the day promoting your name when the clinician/presenter is announced
- Horse Expo Program - \$150 advertising credit
- Small logo on media wall
- 2 Horse Expo Weekend Passes

Friend of the Expo Sponsorship

\$500 +

As a Friend of the Expo, your logo/brand will be featured on the Friends of the Expo banner, displayed prominently in the expo. Your package includes:

- Website Recognition - Your logo, on the Horse Expo Canada website with a link to your site
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
 - 1* posts before the expo
- Horse Expo Program - \$50* advertising credit

* Value to reflect actual monetary value of sponsorship

Bag Sponsor

\$250

The Horse Expo Canada cloth carry bag, provided to each attendee upon entrance to the show, will see your logo or business name in one of the spots provided on the outside of the bag. Your package includes:

- Website Recognition - Your logo, on the Sponsors Banner on the Horse Expo Canada website with a link to your site
- Horse Expo Program - \$25 advertising credit

Contact us at info@HorseExpo.ca for sponsorship opportunities.