

Dear Potential Sponsor,

Horse Expo Canada is an annual event that happens in April of each year at Westerner Park in Red Deer, Alberta. Our first year was 2022, just after covid started the downward turn and was a huge success. People were happy to get back outdoors and visit with friends and acquaintances. We enjoyed over 10,000 attendees who passed through our doors, in our first year. In that year, we learned Attendees mostly came from central Alberta, with a fair number from Saskatchewan, British Columbia, Manitoba, and a few as far as the USA and maritime provinces.

Horse Expo Canada is the largest equine trade show and event in western Canada. Our goal is for the expo to be as much a learning tool, entertainment, and shopping experience as it is a social gathering. When an attendee comes through the doors of Horse Expo, they feel they are among friends. This event is one that many people look forward to from one year to the next, and for many of those people, it is almost like a family reunion, where they can meet up with friends they only see once or twice a year.

By you being a part of Horse Expo, as a short or long-term sponsor, you will demonstrate to our customers and yours, that their interests are of utmost importance to your company. Every attendee will understand that you support them by helping to create an expo they can return to, year after year. Your sponsorship, will allow us to do more with the expo, introduce new ideas, and improve the experience for everyone who attends in one way or another.

This sponsorship package is intended to be a guide for some of the ways you can participate in making this event a tremendous success for everyone. We are very happy to discuss any options you may have, or to work with you to create a special package just for your company.

Thank you for considering us for some of your sponsorship budget!

Warm Regards,

*Ryan Gordon*

Ryan Gordon  
Executive Director  
Horse Expo Canada

## Title Sponsor

\$75,000

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)
- Press Release Recognition
- Bag Sponsorship included
- X-large logo on media wall
- 12 Horse Expo Weekend Passes
- 8 Horse Expo VIP Passes

Contact us at [info@HorseExpo.ca](mailto:info@HorseExpo.ca) for sponsorship opportunities.

## Ag-West Sponsor

**\$3,000**

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
- 25% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
- 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 - \$300 advertising credit
- Medium logo on media wall
- 4 Horse Expo Weekend Passes

## Ag-East Sponsor

**\$3,000**

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
- 25% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
- Your provided signage and banners will be displayed in the Ag-East Arena
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$300 advertising credit
- Medium logo on media wall
- 4 Horse Expo Weekend Passes

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## Stockmen's Round Pen Sponsor

**\$5,000**

The Stockmen's round pen will be titled as 'your company's name or product' arena. Your arena will be where most of the Trainers Showdown is 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
- 35% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
- Your provided signage and banners will be displayed in/around the Stockmens Arena
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$350 advertising credit
- Bag Sponsorship included
- Large logo on media wall
- 6 Horse Expo Weekend Passes

## Trade Show Floor Sponsor

**\$2,500 (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
- 25% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
- Your provided banners will be displayed at the main entrances to the sponsored floor
- Horse Expo Program - \$250 advertising credit
- Medium logo on media wall
- 2 Horse Expo Weekend Passes

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## Presentation Lounge Sponsor

**\$4,000**

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)
- 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

**\$1,500**

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
- 15% off exhibitor space
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
- 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 - \$150 advertising credit
- Small logo on media wall
- 2 Horse Expo Weekend Passes

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## Equipment Sponsor - inquire

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)
- Your provided signage and banners will be displayed in the Arena where your equipment is operating
- Announcements throughout the day promoting your name and the programs taking place in the arena
- Horse Expo Program - \$TBD\* advertising credit
- Small logo on media wall
- 4\* Horse Expo Weekend Passes

## Clinician / Presenter Sponsor – inquire

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 Horse Expo Canada website (clinician page) with a link to your site
- Social Media Recognition (agreed on promotional material, supplied by sponsor)
  - 1 post before the expo
- Announcements throughout the event promoting your name when the clinician/presenter is announced
- Horse Expo Program – Logo printed with clinician information.

## 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
- Horse Expo Program - \$50\* advertising credit

## Bag Sponsor - \$175

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:

- Your logo / artwork on the shopping bag

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\* Value to reflect actual monetary value of sponsorship