

TRADE SPONSORS



These special Trade Sponsorships offer trade exhibitors additional opportunities to promote their brands and products. Thus receiving maximum benefit for their financial outlay.

Special discounts for Trade Sponsors are:

\$2,000 Sponsorship

1. 15% discount on one of the following:-
 - A maximum of 2 x 3m x 6m trade sites
 - 1 x 10m x 5m trade site.
2. Lunch and Drinks during the Lady Rider of the Year.
3. Two passes to the Friday Night Extravaganza and Saturday Night Variety Show.

\$1,500 Sponsorship

1. 10% discount on one of the following:-
 - A maximum of 2 x 3m x 6m trade sites
 - 1 x 10m x 5m trade site.
2. Two tickets to the Horse of the Year Launch in February (date to be advised)
3. Two passes to the Friday Night Extravaganza and Saturday Night Variety Show.



2,000 sponsorship can choose four(4) from the list below.

1,500 sponsorship can choose three(3) from the list below.

1. Brand association with four minor classes along with the associated publicity
2. Two signs within the arena boundaries (excluding the International arena)
3. Link to your website from the Horse of the Year website.
4. An interview at your trade site which will be broadcast over the Show PA system.
5. Trade Exhibitor's vouchers or samples to go into promotional bags which are distributed to all competitors.
6. Six additional gate passes, plus two family passes to Friday Night Extravaganza



2,000 sponsorship will be offered a half page black and white advertisement in the Competitors' programme

1,500 sponsorship will be offered a quarter page black and white advertisement in the Competitors' programme

Sponsorship Acceptance



We/I _____ hereby commit to the following Trade Sponsorship for the New Zealand Horse of the Year 2012.

\$2,000 Sponsorship (plus GST)

Please circle any **four** below:

1. Brand association with four minor classes along with the associated publicity
2. Two signs within the arena boundaries (excluding the International arena)
3. Link to your website from the Horse of the Year website.
4. An interview at your trade site which will be broadcast over the Show PA system.
5. Trade Exhibitor's vouchers or samples to go into promotional bags which are distributed to all competitors.
6. Six additional gate passes, plus two family passes to Friday Night Extravaganza

\$1,500 Sponsorship (plus GST)

Please circle any **three** below:

1. Brand association with four minor classes along with the associated publicity
2. Two signs within the arena boundaries (excluding the International arena)
3. Link to your website from the Horse of the Year website.
4. An interview at your trade site which will be broadcast over the Show PA system.
5. Trade Exhibitor's vouchers or samples to go into promotional bags which are distributed to all competitors.
6. Six additional gate passes, plus two family passes to Friday Night Extravaganza

Signed on behalf of

Trade Exhibitor

Showjumping Hawke's Bay Inc.

Signature of authorized person

Signature of authorized person

Name of authorized person

Name of authorized person

Date