

A CELEBRATION OF ALL THINGS EQUESTRIAN

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SPECIAL OFFER FOR COMPETITORS

FORM A PARTNERSHIP WITH AUSTRALASIA'S PREMIER EQUESTRIAN EVENT.

Dear Competitor

We are offering you a special opportunity to participate in a Partnership with NZ Horse of the Year, through any business that you may know of or have connections with.

With a little effort, we are sure you can find a business that would be interested in the promotional opportunities the attached \$2,000 package can offer. Please either approach the business and ask them to fill in the back page or supply us with their name and contact details, so that we can follow this up.

What's in it for you?

Besides being able to assist this Iconic Event, we are offering you a refund of up to \$200 on entry fees and stabling (not including camping) once we have received the sponsorship money. We will also offer you the opportunity to either have lunch with a top Showjumper, Eventor or Dressage Rider; or walk the Olympic Cup Course with an International Showjumper.

What do I do now?

Once you have found a possible business, please fill out the form on page three of this email and return it to admin@event-pro.co.nz or PO Box 7272, Taradale, Napier 4141. We will take it from there.

For more information about this partnership or if you would like to find out about other promotional possibilities, please phone the Horse of the Year office on 06 844 8714 and ask for Kevin or Danny. Alternatively please phone them on their mobiles ó Danny on 027 6644497 or Kevin on 027 6644496.

Thank you for your participation in the 2012 NZ Horse of the Year Show.

WE LOOK FORWARD TO HEARING FROM YOU.

Showjumping Hawke's Bay Inc
PO Box 7272, Taradale, Hawke's Bay

Ph: 06 844 8714

Mobile: 027 664 4496

fax 06 844 8716

email: admin@event-pro.co.nz

HORSE
OF
THE
YEAR
2012

13th - 18th MARCH 2012

\$2,000 package plus GST

This proposal has been prepared for **Sponsors**, designed to maximise exposure and benefits. It includes a range of sponsorship promotional opportunities and **Sponsors** brand exposure opportunities across Horse of the Year.

This proposition offers the following promotional opportunities:

- The **Sponsor** will be offered naming rights to four minor classes including a Showjumping and a Dressage class;
- The **Sponsor** will be offered an interview during the presentation of their naming rights Showjumping class, and asked to assist with the presentation;
- The **Sponsor** will be offered signage on the fences in the Showjumping Arenas 1, 2 and 3;
- The **Sponsor** will be offered a pre-recorded interview which will be played over the PA System for the 5 days of the show;
- The **Sponsor** will be given four 5-day gate passes and two family passes to the Friday Night Extravaganza;
- The **Sponsor's** name will appear as a Local Business Sponsor in the Horse of the Year Lift Out, published on the Thursday of the Show in Hawke's Bay Today;
- The **Sponsor** will be offered two hospitality passes providing the opportunity to participate in Sponsors' hospitality in the VIP Marquee;
- The **Sponsor** will be offered a half page black and white advertisement in the competitors programme and a quarter colour page in the Souvenir Programme;
- The **Sponsor** will be given copies of the Souvenir and Competitors' Programmes;
- The **Sponsor's** promotional material can be placed in sponsors' packs, distributed to competitors at registration;
- The **Sponsor's** name/brand will be displayed on the sponsors' page of the website, in programmes and promoted through other forms of printed and broadcast media.

Responsibilities

The **Sponsor** will provide all promotional material, to Horse of the Year in a timely fashion (timeline schedule to be provided).

HORSE OF THE YEAR 2012

Sponsorship Agreement

Competitors Name: _____

Phone No: _____ E-mail _____

Please tick

Either

- We hereby wish to confirm our interest in attached \$2,000 sponsorship proposal for the Horse of the Year 2012.
- We wish to sponsor the 2012 Horse of the Year show, but could you please contact me to discuss alternative packages

Business Contact Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Signed: _____

Or

- Could you please contact the company below as I think they may be interested in Sponsorship for the 2012 Horse of the Year Show

Business Contact Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____

