

# ApRHA Sponsor Levels & Benefits

## **Rules and conditions (this first page for internal ApRHA Use Only!)**

1. Sponsor names and addresses will be given to all winners at events, with a request for them to send thank you notes to the sponsors. Exception only for sponsors that specify they wish to remain anonymous.
2. Unless designated by the sponsor, cash donations will be divided 65% for Open 35% for Non-Pro, unless the sponsored event has only one division (i.e., NRHA Challenge)
3. Donations of product will be awarded sponsor benefits based upon ½ of their normal retail value. Discounts off of the wholesale value (i.e., item wholesales for \$800, we receive it for \$400 but must pay the \$400) shall be awarded at ½ the value of the discount or the next highest level. (in this example, the sponsor would receive same benefits as a buckle sponsor).
4. Donations for use of high value items (trucks, trailers) will be awarded benefits on the Platinum level.
5. ApRHA banner and Sponsor banner – i.e., the ones we had at the Futurity this year, which we can have modified accordingly.
6. All sponsors above friendship level to be listed in a minimum of one full page Black & White ad in the ApHC Journal during the year, and will be listed in order based upon sponsorship level. This ad will be a “Thank you” ad to run in the first quarter of the year. Logos, etc. will be used for the appropriate levels if space permits.
7. Where the sponsorship level says “same as above” that means the same benefits, with the exception of overlap items. I.e., if a buckle sponsor gets a business card ad, the silver sponsor gets the ad size listed under their level in place of the business card ad, and will be listed as “silver” vs. “buckle” on all announcements, banners, etc.
8. The sponsor information is on a separate page, so it may be sent to a potential sponsor or posted on the website. This first page is for internal ApRHA use only.

### **Friendship Sponsor:**

Minimum donation: \$25

1. Listing as Friendship sponsor posted at booth for event sponsored
2. Listing as Friendship sponsor in newsletters where sponsor advertising is present
3. Announcement as Friendship Sponsor during event sponsored

### **Buckle Sponsor:**

Minimum donation: \$250

Benefits:

1. Listing as Buckle sponsor on web site, including link to sponsor web site
2. Listing as Buckle sponsor on all sponsor banners
3. Sponsor listing in ApHC Journal advertisement to be run in Q1 of the following year.
4. Business card advertisement in all 4 newsletters
5. Business card ad in program for sponsored event.
6. Announcement as Buckle Sponsor during all classes
7. Distribution of Sponsorship materials during Derby and Futurity or at any event where the ApRHA has a booth or display.

### **Bronze Sponsor:**

Minimum donation: \$500

Benefits:

Same as Buckle Sponsor, and to include

1. ¼ page advertisement in all 4 newsletters
2. ½ page ad in program for sponsored event.
3. Small Banner display at all booths, and in arena during class (subject to rules of the show facility).
4. Sponsor banner to be included in all win photos
5. Free annual membership in ApRHA

### **Silver Sponsor:**

Minimum donation: \$1000

Benefits: Same as Silver above, and to include:

1. ¼ page advertisement in all 4 newsletters
2. ½ page ad in program for sponsored event.
3. Banner display at all booths, and in arena during class (subject to rules of the show facility).
4. Access to Membership list /Mailing list for advertisement purposes

5. Sponsor gift (\$50 value – i.e., Omaha steaks, jacket from Tioga territory or sweatshirt, hat, etc.)

### **Gold Sponsor:**

Minimum donation: \$1500

Benefits: same as Silver and to include:

1. ½ page advertisement in all 4 newsletters
2. Full page ad in program for sponsored event.
3. Sponsor banner and representative to be included in all win photos

### **Platinum Sponsor:**

Minimum donation: \$2500

Benefits: Same as Gold, and to include

1. Full page advertising in all 4 newsletters
2. Full page ad in program for sponsored event.
3. Announcement as Platinum Sponsor during all classes, including reading of advertising copy
4. Sponsor representative to be included in all prize handouts, if desired (i.e., handing out ribbons)

### **Event Sponsor:**

Minimum donation: \$10,000 for Futurity, \$5,000 for a Derby, \$3000 for NRHA Challenge

In the event we have a Corporate Sponsor, and we have a person wishing to be an Event Sponsor, the Corporate Sponsor will have first choice of advertising selection and will be listed first /more prominently in all advertisements, etc.

Benefits:

1. Event to be described as “Sponsored by” (i.e., 2004 ApRHA Derby, Sponsored by ABC company).
2. Trophy will be engraved with Sponsor’s name (2004 ApRHA Derby, Sponsored by ABC company).
3. Full page advertising in all 4 newsletters
4. Full page ad – in all Futurity and Derby Programs (location of their choice, however a corporate sponsor would have first choice).
5. Sponsor name on ALL advertisements, show bills, and entry forms for that event

### **Corporate Sponsor:**

Minimum donation: \$20,000 (to be divided \$10,000 for Futurity, \$3,500or each Derby x 2 Derby’s per year (Spring & Fall), and \$3000 for NRHA Futurity Challenge)

Benefits: same as Event, and to include

1. All shows to be listed, published and advertised with the company name: I.e.: 2004 ABC Company ApRHA Futurity/Derby

2. All trophies, sheets, blankets, to carry the Sponsor name AND logo (i.e., ABC 2004 ApRHA Futurity, etc).
3. Banner advertising on home page for web site or advertisement of their choice including link to sponsors's site (i.e., The ABC company Welcomes you to the ApRHA Website, or phrasing of the sponsors choice)
4. Name on ApRHA Banner used in Booths, etc.
5. Full page advertising in all 4 newsletters
6. Full page ad – inside front cover, inside back cover or outside back cover (sponsors choice) in all Futurity and Derby Programs.
7. Sponsor name on ALL advertisements, show bills, and entry forms published in ApHC Journal, NRHA Reiner, or other publications
8. Sponsor appreciation prize to be awarded during award ceremony of Futurity (I'd recommend one of the Cowboy Bronze statues like we gave Terry).