



SPONSOR OPPORTUNITIES

April 27-29, 2012
Minnesota State Fairgrounds
St. Paul, MN

www.mnhorseexpo.org

The Minnesota Horse Expo is pleased to present our 30th annual event! Attendance boasts 45,000 over the three days at the Minnesota State Fairgrounds. For 30 years, people who love horses keep coming to Minnesota's largest equestrian trade show for education, shopping, entertainment and food. When you become a Minnesota Horse Expo sponsor, you're able to reach this audience, as well as support a worthwhile cause by contributing to the efforts of the not-for-profit Minnesota Horse Council (www.mnhorsecouncil.org). By choosing a sponsorship package listed below, your advertising will be included in the free program available to all attendees and your organization's logo (linked to your home page) will be placed on the Minnesota Horse Expo's website. Sponsorship options and ideas are limitless, so don't hesitate to ask about a customized option.

In conjunction with the Minnesota Horse Expo, each day we are pleased to feature the 17th annual PRCA Rodeo with the assistance of Barnes Rodeo Co. Three days of rodeo action, with performances on Friday and Saturday at 7 PM and Sunday at 3 PM, continue to have a sell out reputation. Sponsor a sport that continues to rank among the top choice of entertainment for American families!

EXPO SPONSORSHIPS

GOLD LEVEL - \$1,000

- Two banners displayed in Coliseum (\$600 value)
- Half page color ad in program (\$240 value)
- 6 Expo admission & reserved rodeo tickets (\$102 value)
- Sponsor listing in program & website

SILVER LEVEL - \$500

- Banner displayed in Coliseum (\$300 value)
- Quarter page color ad in program (\$150 value)
- Sponsor listing in program & website

BRONZE LEVEL - \$300

- Banner displayed in Coliseum (\$300 value)
- Sponsor listing in program & website

WRISTBAND SPONSOR - \$2,200 - Limit 1

- Your logo and message on each attendee
- Sponsor listing in program & website
- Ask about one-day rate option

VOLUNTEER T-SHIRT SPONSOR - \$1,200 - Limit 1

- MN Horse Expo Logo on front
- Company logo & website on back

MINNESOTA HORSE EXPO SUPPORTER - \$100

- Business card color ad in program (\$90 value)
- Sponsor listing in program & website

RODEO SPONSORSHIPS

PERFORMANCE SPONSOR - \$1,200 - Limit 3

- Sponsor one rodeo performance
- Name/logo in Expo program, website, & verbal promotion featured throughout the performance
- Half page color ad in program (\$240 value)
- 8 reserved rodeo & Expo admission tickets (\$136 value)
- Two banners displayed in Coliseum (\$600 value)

CHUTE SPONSOR - \$800 - Limit 6

- Banner on bucking chute (\$300 value)
- Name & verbal promotion used throughout the rough stock events
- Logo in the program & on website
- Quarter page color ad in program (\$150 value)
- 8 reserved rodeo & Expo admission tickets (\$136 value)

EVENT SPONSOR - \$500 - Limit 7

- Banner displayed in Coliseum (\$300 value)
- Name & verbal promotion used in three rodeo events
- Logo in the program & on website
- 6 reserved rodeo & Expo admission tickets (\$102 value)

Ask about other sponsor opportunities:
Buildings • Arenas • Carriage/Wagon Rides
Horse Rides • Children's Area/Pony Rides

Sponsors provide their own banners and are responsible for banner pick up at 5:30 pm on Sunday in the Expo Office.
Maximum banner size - 3' x 10'

SPONSOR APPLICATION

Please type or print

Company _____

Contact Person _____

Address _____

City, State, Zip _____

Phone (____) _____ E-Mail _____

Comment _____

EXPO SPONSOR

- Gold - \$1,000
- Silver - \$500
- Bronze - \$300
- Wristband Sponsor - \$2,200
- T-Shirt Sponsor - \$1,200
- MHE Supporter - \$100

RODEO SPONSOR

- Performance - \$1,200
- Chute - \$800
- Event - \$500

NOTE: Payment for sponsorships must be sent with application. To be listed in program, applications must be received by March 15, 2012.

Contact Laura Lyseng at 218-280-1004, Fax 763-428-4455, lauralyseng@gmail.com

Send application and payment to
Minnesota Horse Expo, 15197 95th St., Foreston, MN 56330