



SPONSORSHIP PACKAGES

CONTACT: **Matt Manroe** email: matt.manroe@mustangchampions.org

Presenting Partner: \$25,000 – Limit 1

- Logo becomes a part of all event branding
- Company receives top mention as presenting partner along side the BLM Wild Horse and Burro Program
- Company logo on the event homepage as presenting partner of the Mustang Classic
- Social media recognition
- Email recognition
- Logo incorporated in all advertising and marketing efforts

Kentucky Horse Park / Rolex Stadium – Lexington KY, September 13-15

- Event arena signage
- Event 10' X 20' tradeshow booth space
- Branded videos / commercials on event Jumbotron during qualifying classes and Finals preshow
- Promotional announcements - mentions in the event announcer script (10 mentions)
- Branded signage at Championship award presentation
- Company executive to present the Championship trophy
- Event program recognition – inside cover / 2-page program ad
- Event ticket logo
- Exhibitor shirt logo
- VIP seating (25 arena seats)
- Promotional drop in exhibitor packets

Event Sponsor: \$10,000

- Company receives mention as Mustang Classic event sponsor
- Company logo on the event homepage as event sponsor
- Social media recognition
- Email recognition

Kentucky Horse Park / Rolex Stadium – Lexington KY, September 13-15

- Event arena signage
- Event 10' X10' tradeshow booth space
- Branded videos / commercials on event Jumbotron during qualifying classes and Finals preshow
- Promotional announcements - mentions in the event announcer script
- Branded signage at Championship award presentation
- Event program recognition / full-page program ad
- VIP seating (10 arena seats)
- Promotional drop in exhibitor packets



SPONSORSHIP PACKAGES

CONTACT: **Matt Manroe** email: matt.manroe@mustangchampions.org

Promotional Sponsor: \$2,500

- Company receives mention as Mustang Classic promotional sponsor
- Company logo on the event homepage as promotional sponsor
- Social media recognition
- Email recognition

Kentucky Horse Park / Rolex Stadium – Lexington KY, September 13-15

- Event arena signage
- Branded videos / commercials on event Jumbotron during qualifying classes and Finals preshow
- Promotional announcements - mentions in the event announcer script
- Event program recognition / half-page program ad
- Promotional drop in exhibitor packets

In-kind Promotional Sponsor:

An in-kind sponsor donates needed event items in exchange for promotional recognition. The donation would need to be approved by the Mustang Classic staff to qualify.

- Company receives mention as Mustang Classic promotional sponsor
- Company logo on the event homepage as promotional sponsor
- Social media recognition
- Email recognition

Kentucky Horse Park / Rolex Stadium – Lexington KY, September 13-15

- Event arena signage
- Branded videos / commercials on event Jumbotron during qualifying classes and Finals preshow
- Promotional announcements - mentions in the event announcer script
- Event program recognition / half-page program ad
- Promotional drop in exhibitor packets

High Jump Sponsor: \$2500 – Kentucky Horse Park / Rolex Stadium - Finals preshow

- Company logo on the custom design high jump
- Company executive to present the High Jump trophy and check
- Company logo on the event homepage as High Jump sponsor
- Social media recognition
- Email recognition