



The Colorado Celebration
NWA Region 8 Regional Horse Show and NAPHA Minimum Double Point Show
1755 Barres Street, Strasburg, CO 80136

ATTENTION BUSINESS OWNERS!!

Don't miss this EXCELLENT opportunity to showcase your goods and services to this exclusive audience of equine professionals and enthusiasts!!

The Tennessee Walking Horse Association of Colorado and the Centennial State Peruvian Horse Club are pleased to announce **The Colorado Celebration**, a premier horse show featuring beautiful gaited horse breeds from across the Western United States. This Show will be presented at the **National Western Events Center** in Denver on **Friday, July 31 through Sunday, August 2, 2009**. We would like to invite you to join us!

The Equine Professional is a terrific target market!

The Equine professional/enthusiast represents a great marketing opportunity for both ag-related **AND** non-ag-related products!! These folks have an average income of \$75,000 to well over \$200,000/year; they own their own homes, usually with land and acreage; and this market typically has more discretionary income to spend on your products and services. Plus, this market tends to be extremely brand loyal—if they like your product, they are going to seek it out in order to get “the best” for their animals, homes, and families. But....they've got to know who you are and what you do first! **Show sponsorship is one of the BEST ways to reach this market!**

Local, Regional and National Markets Represented!

Your market for this three-day show will include approximately 1,000 Equine professionals, enthusiasts, exhibitors, and spectators from Colorado and 12 states across the western U.S., including folks from Oklahoma, Utah, New Mexico, Idaho, Arizona, Montana, Texas, and California. Our *extensive advertising* in nationally-distributed horse magazines and on equine website has even drawn entries from as far away as Minnesota! Whether you are locally-owned business or a nationwide chain, **your customers are going to be represented at this show.**

Several Sponsorship Levels Available!

We want people to see your name! EVERY SINGLE SPONSOR will receive advertising space in the Show Program which is distributed FREE to all exhibitors and audience. Sponsors at the \$200 or above level receive booth display space at the show, as a way to further showcase their name with their unique products and services. Additional advertisement opportunities, including banner placement and product placement in highly visible areas of the Complex are available to our larger sponsors. **Whatever your budget or advertising goal, we have a sponsorship level to fit your business!**

Additional sponsorship benefits are listed on the reverse side of this letter. *Questions regarding sponsorship, benefits, payment, or in-kind donations should be directed to Charlene Hoover, 720-201-9885, charlenehoover50@comcast.net.* If you'd like to join us, we would **love** to have you! Please note that the deadline for your information, ad artwork, and payment is Friday, July 3, 2009.

**THANK YOU FOR YOUR SUPPORT!
WE LOOK FORWARD TO WORKING WITH YOU!**

SPONSORSHIP LEVELS AND BENEFITS MATRIX

	Diamond	Platinum	Gold	Silver	Bronze	Bronze	Bronze	Admirer of Sound Horses
	\$1,000+	\$700+	\$400-\$699	\$200-\$399	\$60-\$199	\$45-\$59	\$35	\$25
Advertisement in Show Program	4 Color, Full Page	4 Color, Full Page	4 Color, Full Page	4 Color, ½ Page	4 Color, ½ Page	Business Card Size Ad (4 Color)	Business Card Size Ad (B&W)	Business Card Size Ad (B&W)
Class Sponsorship (Announcement and Program Mention)	Awards given in your name for 4 Championship Classes	Awards given in your name for 2 Championship Classes	Sponsorship recognition for 4 Qualifying Classes	Sponsorship recognition for 2 Qualifying Classes	Sponsorship recognition for 2 Qualifying Classes	Awards given in your name for 1 Championship Class	Sponsorship recognition for 1 Qualifying Class	
Advertising Material in Exhibitor Welcome Package	XX	XX	XX	XX				
Vendor Booth Space	XX	XX	XX	XX				
Banner in Show Arena	XX	XX	XX	XX				
Sponsor Link on TWHAC Website	XX	XX	XX	XX				
Sponsor's Ad Published on the Colorado Celebration Website	XX	XX	XX					
Company Banner in Paddock/Barn Area	XX	XX						
Product prominently displayed in Arena, Paddock, and/or Barn Areas	XX							

DIAMOND LEVEL CASH SPONSORS ALSO RECEIVE THE FOLLOWING SPONSORSHIP BENEFITS:

- Up to eight (8) Red Carpet Box Seats on the Rail with complimentary in-seat food and beverage service
- Invitation to present Trophies and Awards and Photo Opportunity with Championship Winners
- Sponsor Showcase at beginning of Afternoon Sessions and Evening Sessions: a carriage ride around the arena and paddock areas, in a beautifully decked carriage drawn by gaited horses. Sponsors publicity script will be announced during the Showcase
- Special for sponsor's children under twelve: Lunchtime "Lead Line" classes, free of charge. Your children will be invited to ride one of our spectacular gaited horses on a lead line with two adult walkers! PLUS, photos with our official Show Photographer.

THANK YOU FOR YOUR SUPPORT!



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SPONSOR INFORMATION

PLEASE RETURN BY JULY 3, 2009 FOR INCLUSION IN THE SHOW PROGRAM!!

EVENT LOCATION: NATIONAL WESTERN EVENTS CENTER
EVENT DATES: JULY 31, 2009 THROUGH AUGUST 2, 2009
EVENT TIMES: JULY 31 AND AUGUST 1: 8:00AM TO 9:00PM
EVENT DATES: AUGUST 2: 8:00AM TO 5:00PM

**PLEASE MAIL THIS FORM
AND CHECK PAYMENT TO:
THE COLORADO CELEBRATION
c/o C. HOOVER, 1755 BARRES ST.
STRASBURG, CO 80136**

NAME OF BUSINESS/ORGANIZATION: _____

CONTACT PERSON: _____

ADDRESS, CITY, ZIP CODE: _____

PHONE: BEST NUMBER: _____ ALTERNATE: _____

SPONSORSHIP LEVEL

DIAMOND \$1,000+	PLATINUM \$700 - \$999	GOLD \$400 - \$699	SILVER \$200 - \$399
BRONZE (3) \$60 - \$199	BRONZE (2) \$45 - \$59	BRONZE (1) \$35	LOVER OF SOUND HORSES \$25

CASH DONATION ? _____ IN-KIND DONATION ? _____
(Please list goods or services provided)

VENDOR BOOTH DISPLAY INFORMATION

*Diamond, Platinum, Gold and Silver Sponsors receive a 10'x12' Booth Display Space in return for their sponsorship.
Please provide a short description of your business and the services and/or products which you will be displaying or selling:*

ELECTRICITY REQUIRED: (\$25.00 CHARGE) _____ **PHONE LINE REQUIRED: (\$25.00 CHARGE)** YES _____

SHOW PROGRAM ADVERTISEMENT INFORMATION

*Diamond, Platinum, and Gold Sponsors receive a 5"x7" 4-color advertisement in our Show Program
Silver and Bronze Level 3 Sponsors receive a 2.5"x3.5" 4-color advertisement in our Show Program
Bronze Levels 2 Sponsors receive a Business Card-Size, 4-color advertisement in our Show Program
Bronze Level 1 and Lover of Sound Horses Sponsors receive a Business Card-Size, B&W advertisement in our Show Program*

**A SOFT COPY OF YOUR ADVERTISEMENT (PREFERRED!) CAN BE EMAILED TO:
CHARLENEHOOVER50@COMCAST.NET OR, YOU CAN MAIL DIRECTLY TO THE COLORADO CELEBRATION
WITH THIS INFORMATION FORM**

1. Sales Tax: ALL SPONSORS WITH ITEMS FOR SALE AT THE EVENT ARE REQUIRED TO HOLD A VALID SALES TAX LICENSE or VENDOR SPECIAL EVENT LICENSE for the collection of Colorado Sales Tax at this event. Application for the Special Event License is attached. Questions should be addressed to the Colorado Department of Revenue at 303-866-5643.

Limitation of Liability: *By signing below, I acknowledge that The Colorado Celebration, TWHAC, CSPHC, the Western Stock Show Association, or any of their owners, directors, employees, or agents, are not responsible nor liable for any damages, theft, loss, or injury incurred by me, my employees, or family members as a result of our participation in this show.*

SIGNED: _____ DATE: _____