

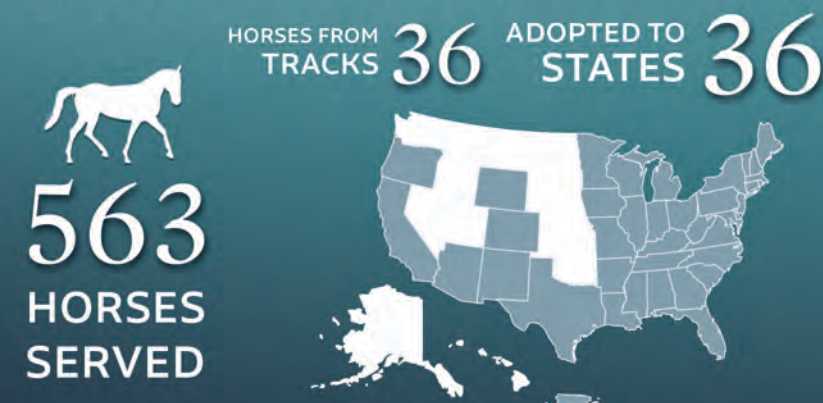
Retired Racehorses are Counting on YOU!

BECOME A SPONSOR TODAY.

Celebrating its 20TH year, the New Vocations All-Thoroughbred Charity Horse Show was the first all Thoroughbred horse show in the country. From our start at Turfway Park through our move to Highfields Event Center in 2021, we continue to grow each year! We hope that you will join in celebrating our 20th year by becoming a sponsor and helping us reach our \$150,000 fundraising goal.

Each year, New Vocations provides rehabilitation, training and adoption services to over 500 retiring racehorses, securing their futures in loving homes. The New Vocations All-Thoroughbred Charity Horse Show provides a showcase for these equine athletes excelling in their second careers. Your support makes it possible!

2022 IMPACT BY THE NUMBERS



HELP US REACH OUR \$150,000 GOAL!

The generosity of our event sponsors allows us to put on a first-class all-Thoroughbred horse show for over 200 exhibitors from all over the country. *See enclosed card for additional details.

Class and Division Sponsors

All sponsors are recognized during each class or division and are listed in the event program.

- ▶ HIGH POINT SPONSOR \$1000
- ▶ SPECIALTY THOROUGHBRED AWARDS SPONSOR \$500
- ▶ DIVISION SPONSOR \$300
- ▶ CLASS SPONSOR \$100

Show Arena Sponsors

Arena Sponsorships include two banners, name and/or logo in the printed show program, announcements throughout the show and inclusion of marketing materials in exhibitor welcome packets.

- ▶ JUMPER ARENA SPONSOR (3) \$5000
- ▶ HUNTER ARENA SPONSOR (3) \$3000
- ▶ WARM UP ARENA SPONSOR (3) \$1250

Champion Class Sponsors

Champion Class Sponsorships include two banners, name and/or logo in the printed show program, announcements throughout the show and inclusion of marketing materials in exhibitor welcome packets.

- ▶ HUNTER DERBY SPONSOR (2) \$3500
- ▶ JUMPER STAKES SPONSOR (4) \$2500
- ▶ MINI HUNTER CLASSIC (3) \$1500



Additional Sponsorship Opportunities

Day Sponsor (3) \$10000

- ▶ Four banners at the show
- ▶ Name and logo recognition as a day sponsor in show marketing materials and printed show program
- ▶ Inclusion of marketing materials in exhibitor welcome packets
- ▶ Announcement of sponsor throughout the competition

Stall Card Sponsor \$6000

- ▶ Sponsor name and logo on all stall cards (200+)
- ▶ Inclusion of marketing materials in exhibitor welcome packets
- ▶ Announcement of sponsor throughout the competition

Exhibitor Welcome Party \$4000

- ▶ Banner and signage at the Friday night exhibitor welcome party
- ▶ Name and logo in the printed show program

Hat Sponsor \$3500

- ▶ Sponsor logo on hats given to all exhibitors
- ▶ Name and/or logo in the printed show program