



August 18, 2016

Dear Potential Sponsor,

The North Texas American Saddlebred Horse Association (NTASHA) and the United Professional Horsemen's Association (UPHA) are excited to announce their 23rd annual Fall Classic Horse Show, held each year at the Watt Arena in the Will Rogers Memorial Center, Fort Worth, Texas.

Our show sells about 300 stalls each year, with exhibitors of American Saddlebreds and Tennessee Walking Horses coming from across Texas, as well as Louisiana, Oklahoma, Arkansas, Kansas, and Missouri. Our show is the home of the well-attended Texas State Futurity for American Saddlebreds, as well as the regional championship for the UPHA 3-Year-Old Classics classes, which qualify exhibitors for the National Championships held each year at the American Royal in Kansas City the following month. Additionally, we feature a full host of performance and pleasure classes, as well as two full days of academy riding program classes.

In addition to our show, the US Team Penning World's Championship runs concurrently in the neighboring arena at the Will Rogers, and The very popular Cowtown Calf Run takes place around the campus on Saturday morning

NTASHA is a 501c3 and each year we select a worthy equine-related charity to receive a portion of our proceeds, so we will be happy to write you a receipt for your accountant, but more importantly, our show offers terrific exposure to your target market. We can ensure that your materials are seen by exhibitors and spectators at our show, and potentially by exhibitors of both our show AND the USTPA. The different levels of marketing are described below.

Thank you for your consideration,

Betsy Cowan

Betsy Cowan
NTASHA Secretary
(972) 979-3580
www.betsycowanrealtor@gmail.com
www.ntasha.org

Sponsorship Levels

\$1000.00 and up

- Named sponsor of an entire session, with services described multiple times over PA
- Donor recognition in all event-related publicity and marketing
- Company information in exhibitor welcome bags
- Advertisement in horse show premium books printed after receipt of sponsorship
- Banner, 2' x4' custom-made for you to keep, displayed in horse show arena
- Unlimited ability to display your own signs at our horse show
- Table to advertise in arena mall the week of the horse show and/or complimentary vendor trailer space outside and visible to both shows
- VIP seats at horse show if desired
- Feature write-up on NTASHA Facebook page
- Ad on class count sheets distributed to all exhibitors of each session

\$500.00 - \$999.00

- Donor recognition in all event related publicity and marketing
- Company information in exhibitor welcome bags
- Advertisement in horse show premium books printed after receipt of funds
- Your signage displayed in the horse show arena
- Table to advertise in arena mall the week of the horse show or your flyers on registration tables if preferred
- PA recognition at horse show
- Ad on website
- VIP seats at the event, if desired

BANNER SPONSOR: \$300

- We will have a 2' x 4' sign made for you on corrugated plastic, display it at the horse show, and you may keep it after the event

CHAMPIONSHIP CLASS SPONSORSHIP: \$50

- Your name announced as sponsor at least twice during that class
- You may present the trophy, if desired

QUALIFYING CLASS SPONSORSHIP: \$25

- Your name announced as sponsor at least twice during that class

Please include this sheet with your sponsorship

Name: _____ **Company:** _____

Address: _____

Phone: _____ **Email:** _____

SPONSORSHIP AMOUNT: _____

NOTES: _____

Please send all checks to:

NTASHA
c/o Sandee Razminas, Treasurer
1732 Steamboat Drive
Plano, TX 75025