



2017 Sponsor Partnership Opportunities

The **ROCKY MOUNTAIN QUARTER HORSE ASSOCIATION**, a 501(c)5 non-profit organization run by volunteer horse enthusiasts, is seeking sponsorship for its year-round activities.

Having just celebrated our 70th year, we are looking forward to the future of promoting the sport of horsemanship and fostering the growth of a non-profit organization that donates to college scholarships, provides equine educational opportunities throughout the state of Colorado and the Rocky Mountain region, and brings additional economic growth to the business community.

Your valuable support is helping to create a path for the next generation of equestrians, horse lovers and their supporters here in Colorado and across the region

The 2017 (Annual) Sponsor Partnership opportunities have three levels.

- These sponsorships cover the **SUGGESTED STANDARD OPPORTUNITIES** listed below.
- However, **CUSTOMIZED SPONSORSHIPS ARE AVAILABLE** pending discussion.

Payment is expected at time of agreement.

GOLD Level - \$5,000 – Benefits:

- Opportunity to submit an article for *THE ROCKY MOUNTAIN QUARTER HORSE* magazine. Topic: Related to the American Quarter Horse; may include information about your company, but must offer scientific info, advice, how-to instruction, or similar. (Subject to review by RMQHA Media & Marketing Committee.)
- Prominent use of your logo on most RMQHA communications: e-blasts, magazine, & collateral materials.
- Use of RMQHA logo on your materials
- Prominent signage and recognition at RMQHA events, RMQHA-owned horse shows and at the RMQHA booth
- First opportunity to be a Selected Sponsor or co-sponsor Selected Items (please see list below).
- Two class sponsorships at each RMQHA-owned horse show (7 shows spread throughout the year)
- Four half-page color ads per year (minimum, negotiable); 12-time rate on other ads. 5 extra magazines per month
- *Gratis* booth space with premium location at RMQHA-owned horse shows and at the RMQHA Convention
- Four complimentary passes to Day at the Races and to the RMQHA Annual Convention
- Two-time use: RMQHA mailing list, or two-time e-blast. Sponsor provides materials/postage; RMQHA does mailing and emailing.

SILVER Level - \$2,500 – Benefits:

- Use of your logo on most RMQHA communications, e-blasts, magazine, and collateral materials
- Use of RMQHA logo on your materials
- Signage and recognition at RMQHA events and RMQHA-owned horse shows.
- Second opportunity - after Golds - to be a Selected Sponsor or co-sponsor on events (please see below)
- One class sponsorship at each RMQHA-owned horse show (7 shows)
- Four quarter-page color ads per year; 12-time rate on other ads. Three extra magazines per month.
- *Gratis* booth space at RMQHA-owned horse shows and the RMQHA Convention.
- Two complimentary passes to Day at the Races and to the RMQHA Annual Convention.
- One-time use of RMQHA mailing list, one e-blast. Sponsor provides materials & postage; RMQHA office does mailing or emailing.

BRONZE Level - \$1,000 – Benefits:

- Name listed as a sponsor in publications and collateral materials.
- Business card-sized ad in magazine each month for 12 months
- One other benefit, to be discussed as part of customization.

For more information, please contact: Jodie Witt, RMQHA Executive Director
RMQHA Office 303-659-7752 office@rmqha.com

Add-On Opportunities

2017 Selected Sponsorships

Once a Sponsor Partner level has been determined, the following additional opportunities are available to further customize your sponsorship and increase its impact on visibility and networking for your business.

Sample of Special Selected Sponsorship Opportunities for 2017

Product or Brand Exclusivity - “Official *Whatever* of RMQHA”

(For example: Greeley Hat Works is the Official Hatmaker of RMQHA)

RMQHA Booth at National Western Stock Show (January) – shared signage & recognition on materials

RMQHA Booth at Rocky Mountain Horse Expo (March) – shared signage & recognition on materials

Day at the Races (July) – list of opportunities: race-naming, winner blanket, plaques, saddle towels, plus!

RMQHA Horse Shows (7 Circuits, spread through the year) – title sponsorships, hospitality cart, special awards, plus!

Futurity & Fall Classic (September) – Added money, buckles, sheets, plus!

RMQHA Convention (December) – name on materials, speaker sponsorship, totes, pens, plus!

COSTS & DETAILS TO BE DETERMINED WHEN DISCUSSED.

If INTERESTED, PLEASE CALL TO DISCUSS.

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