



2017 HJAM SPONSORSHIP INFORMATION

Equestrian consumers represent a discerning and attractive marketing group; educated and affluent families that embrace the equestrian lifestyle, and profession that drive purchasing decisions. Equestrians have proven passionate loyalty to products and services that support their common interests. Many of our exhibitors have competed at these show grounds on an annual basis. Sponsorship and advertising dollars help us to continue to encourage the development of exhibitors of all ages.

Sponsorship Levels

Division Sponsor \$175 per division (multiple division discount available)

- Recognition as a Division Sponsor on the 2017 HJAM Spring Series on website, all sponsor recognition sign boards, and material where sponsors are listed.
- Division sponsorship for entire Spring Series
- Website listing, logo, and link on website sponsor page
- Social Media recognition
- Public Address Announcements

Banner Sponsor \$500

- Recognition as a Banner Sponsor on the 2017 HJAM Spring Series on website, all sponsor recognition sign boards, and material where sponsors are listed.
- Division sponsorship for entire Spring Series
- Website listing, logo, and link on website sponsor page
- Social Media recognition
- Placement of one 5'x3' banner during Spring Series
- Public Address Announcements

Classic Sponsor starting at \$1,000

- Recognition as a Classic Sponsor on the 2017 HJAM Spring Series on website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Placement of one 5'x3' banner during Spring Series
- Social Media recognition
- Public Address Announcements
- Opportunity to present 1st place ribbon during designated classic
- Ad in HJAM prize list prior do deadline

Gold Sponsor starting at \$2,500

- Recognition as a Gold Sponsor on the 2017 HJAM Spring Series on website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Placement of two 5'x3' banner during Spring Series
- Social Media recognition and updates 2 times per show.
- Public Address Announcements
- Opportunity to present 1st place ribbon during designated classes.

- Ad in HJAM prize list prior to deadline
- Opportunity to have jump placement in the ring during the spring event. Jump to be used at course designers' discretion and jump to be provided by sponsor.
- Opportunity to display promotional/ product placement in show office or other venue areas.
- Recognition and banner placement at year end awards banquet as gold sponsor
- ½ page ad in year-end awards banquet program

Platinum Sponsor starting at \$5,000

- Recognition as a Platinum Sponsor on the 2017 HJAM Spring Series on website, all sponsor recognition sign boards, and material where sponsors are listed.
- Website listing, logo, and link on website sponsor page
- Website listing, logo, and link on HJAM.net home page.
- Placement of 3 5'x3' banner during Spring Series
- Social Media recognition and updates 3 times per week during each show
- Public Address Announcements
- Opportunity to present 1st place ribbon during designated classes and USHJA Hunter Derby week 3
- Ad in HJAM prize list prior to deadline
- Opportunity to have jump placement in the ring during the spring event. Jump to be used at course designers' discretion. Jump to be provided by sponsor.
- Opportunity to display promotional/ product placement in show office or other venue areas
- Designated VIP parking place near show office or arenas based on sponsor needs.
- Opportunity for free vendor space, circuit stall, or camper space (1 of the 3 choices to be determined upon agreement)
- Opportunity to be designated as sponsor of one of the weekly exhibitors' parties.
- Recognition and banner placement at year end awards banquet as platinum sponsor
- Full page ad in the year end awards banquet program

Exhibitor parties for breakfast, lunch/ brunch, and dinner are available.

Customized Sponsor packages are available with many other options.

. Please contact TJ Campbell for more information.

If you have any questions or are interested in sponsoring, please call:

Tj Campbell

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