



EquiFest of Kansas
February 23-25, 2018
Kansas ExpoCentre, Topeka, KS

The past 20 years have been nothing short of amazing! Our Topeka location gives us an exciting opportunity to reunite with our regular visitors and bring new visitors from all around Kansas and the neighboring states to the largest exposition in the Mid-West! We invite you to become a sponsor for this Kansas tradition entering its 21st year. Don't miss out on EquiFest of Kansas!

Reasons to get involved:

- o 15,000 + in attendance from all across the US representing all ages
- o Family oriented event
- o Education – world-renowned clinicians and companies presenting training techniques, cutting edge research and products for equine health and equine industry
- o Entertainment – Ranch Rodeos, Jumping competitions, Top Horse versatility competitions, Breed Showcases, the Kiddie Corral, workshops and so much more!
- o Shopping – Vendors fill the Mall of EquiFest, Exhibition Hall and Manor Conference Center with clothing, tack, equipment and products
- o 2017 was a sold out show with 150 + vendors from 10 states!
- o Horses, horses and more horses – all breeds and all disciplines
- o Host Hotel – Capitol Plaza Hotel
- o Presented by the Kansas Horse Council

Visit www.equifestofks.com, Like us on Facebook, and follow us on Twitter @equifestks for more information on this fantastic equine extravaganza!



EquiFest of Kansas
February 23-25, 2018
Kansas ExpoCentre, Topeka, KS

2018 Sponsorship Opportunities

\$10,000 Platinum Sponsor

- o Exclusive naming rights: i.e. EquiFest of Kansas presented by “Title Sponsor” on all advertising including print, broadcast and social media ads
- o Logo will appear on advertising including but not limited to fliers (15,000+), posters and program guides (10,000+ handed to all attendees)
- o Full page, color ad in program guide (provided by sponsor)
- o Ad on event marquee on Topeka Blvd. 1 week prior to EquiFest
- o Prominent banner placement in arenas; 3 max, banner provided by sponsor
- o Electronic signage (logo) during event in Landon Arena (Jumbotron) and on ExpoCentre’s marquee (Topeka Blvd)
- o Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- o Website link & logo on www.equifestofks.com per event calendar year (8/1/2017- 8/1/2018)
- o Website link & logo on Kansas Horse Council’s website per event calendar year (8/1/2017 – 8/1/2018)
- o 10 x 10 booth space
- o 10 event tickets per day
- o First right of refusal for the following year’s event



EquiFest of Kansas
February 23-25, 2018
Kansas ExpoCentre, Topeka, KS

2018 Sponsorship Opportunities

\$5,000 Gold Sponsor

- o Naming rights to and all references of said sponsor of prime building locations and special events during EquiFest of Kansas on all advertising including but not limited to print, broadcast and social media ads; i.e. “Ranch Rodeo” in “Sponsor Arena”
- o Logo will appear on advertising including but not limited to fliers (15,000+), posters and program guides (10,000+ handed to all attendees)
- o Full page color ad in program guide (provided by sponsor)
- o Prominent banner placement in arenas; 2 max, banner provided by sponsor
- o Electronic signage (logo) during event in Landon Arena (Jumbotron)
- o Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- o Website link & logo on www.equifestofks.com per event calendar year (8/1/2017 -- 8/1/2018)
- o Website link & logo on Kansas Horse Council’s website per event calendar year (8/1/2017 – 8/1/2018)
- o 10 x 10 booth space; additional floor space on arena floor & building perimeter
- o 8 event tickets per day
- o First right of refusal for the following year’s event

Your name on Landon Arena



EquiFest of Kansas
February 23-25, 2018
Kansas ExpoCentre, Topeka, KS

2018 Sponsorship Opportunities

\$3,000 Silver Sponsor

- o Naming rights to and all references of said sponsor of building locations and events during EquiFest of Kansas on all advertising including but not limited to print, broadcast and social media ads
- o Logo will appear on advertising including but not limited to fliers (15,000+), posters and program guides (10,000+ handed to all attendees)
- o Full page color ad in program guide (provided by sponsor)
- o Prominent banner placement in arena; 1 max, banner provided by sponsor
- o Electronic signage (logo) during event in Landon Arena (Jumbotron)
- o Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- o Website link & logo on www.equifestofks.com per event calendar year (8/1/2017- 8/1/2018)
- o Website link & logo on Kansas Horse Council's website per event calendar year (8/1/2017 – 8/1/2018)
- o 10 x 10 booth space
- o 6 event tickets per day
- o First right of refusal for the following year's event
 - Your name on Domer
 - Your name on Exhibition Hall
 - Your name on Manor Conference Center
 - Your name on Sunflower Room



EquiFest of Kansas
February 23-25, 2018
Kansas ExpoCentre, Topeka, KS

2018 Sponsorship Opportunities

\$2,500 Bronze Sponsor

- o Naming rights to and all references of said sponsor of building locations and events during EquiFest of Kansas on all advertising including but not limited to print, broadcast and social media ads
- o Banner placement in arena; 1 max, banner provided by sponsor
- o Electronic signage (logo) during event in Landon Arena (Jumbotron)
- o Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- o Logo on fliers and program guide; ads will have “Sponsored by Sponsor” next to your event
- o ½ page ad in program guide; provided by sponsor
- o Website link & logo on www.equifestofks.com per event calendar year(8/1/2017- 8/1/2018)
- o Website link & logo on Kansas Horse Council’s website per event calendar year (8/1/2017 – 8/1/2018)
- o 10 x 10 booth space
- o 5 event tickets per day
- o First right of refusal for the following year’s event

Headliner

Workshop

Theater



EquiFest of Kansas
February 23-25, 2018
Kansas ExpoCentre, Topeka, KS

2018 Sponsorship
Opportunities

\$1,000 Copper Sponsor *Best Value*

- o Banner placement in arena; 1 max, provided by sponsor
- o Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- o Logo on fliers and program guide; ads will have “Sponsored by Sponsor” next to event
- o ¼ page ad in program guide; provided by sponsor
- o 10x10 booth space
- o Website link & logo on www.equifestofks.com per event calendar year (8/1/2017 --- 8/1/2018)
- o Website link & logo on Kansas Horse Council’s website per event calendar year (8/1/2017 – 8/1/2018)
- o 4 event tickets per day
- o First right of refusal for the following year’s event



EquiFest of Kansas
February 23-25, 2018
Kansas ExpoCentre, Topeka, KS

**\$500 Concho Sponsor *No booth included*
(+ \$400 for 10'x10')**

- o Banner placement in arena; 1 max, provided by sponsor
- o Logo on fliers and program guide; ads will have “Sponsored by Sponsor” next to event
- o Website link & logo on www.equifestofks.com per event calendar year (8/1/2017 --- 8/1/2018)
- o Website link & logo on Kansas Horse Council’s website per event calendar year (8/1/2017 – 8/1/2018)
- o 2 event tickets per day
- o First right of refusal for the following year’s event

2018 Sponsorship Opportunities

Spur Sponsor Levels

- o \$100 = Name included on “Friends of EquiFest- Thank you” page in program
- o \$200 = 4 tickets per day
- o \$300 = Banner placement (2); provided by sponsor



EquiFest of Kansas February
23-25, 2018
Kansas ExpoCentre,
Topeka, KS
2018 Sponsorship Contract

Company Name	
Contact person	
Address	City, State, Zip
Phone	Email
Website	
Sponsorship Level/Amount \$	
Special requests	
Product	

Booth space: YES/ NO If YES, please fill out Vendor Contract & send with sponsor contract

Terms of Payment

Enclosed is a \$_____ deposit (50% due with contract). No advertising will be done nor booth space reserved until deposit is received.

The balance \$_____ will be paid no later than Jan. 15, 2018. Balance must be fully paid & cleared by event date or set up will not be permitted.

Signature: _____ Date: _____

EquiFest of Kansas Sponsorship representative: _____

Please return completed form and payment to the following address:

EquiFest of Kansas ☐☐8831 Quail Lane, Suite 201 ☐☐Manhattan, KS
66502