



EquiFest of Kansas
February 24 - 26, 2017
Kansas ExpoCentre, Topeka, KS

What an amazing year we had at the 2016 EquiFest! Our new location gave us an exciting opportunity to revamp the largest exposition in the Mid-West! We invite you to become a sponsor for this Kansas tradition. Why should you participate in the 20th Annual EquiFest of Kansas? Here's a few excellent reasons:

- ★ 15,000 + in attendance from all across the US representing all ages
- ★ Family oriented event
- ★ Education – world-renowned clinicians and companies presenting training techniques, cutting edge research and products for equine health and equine industry
- ★ Entertainment – Ranch Rodeos, Jumping competitions, Top Horse versatility competitions, Breed Showcases, the Kiddie Corral, workshops and so much more!
- ★ Shopping – Vendors fill the Mall of EquiFest, Exhibition Hall and Manor Conference Center with clothing, tack, equipment and products
 - 2016 was a sold out show with 150 + vendors from 10 states!
- ★ Horses, horses and more horses – all breeds and all disciplines
- ★ Host Hotel – Capitol Plaza Hotel
- ★ 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!



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2017 Sponsorship Opportunities

\$10,000 Platinum Sponsor

- Exclusive naming rights: e.i. *EquiFest of Kansas presented by "Title Sponsor"* on all advertising including printed, broadcasted and social media ads
- Logo will appear on advertising including but not limited to fliers (15,000+), posters and program guides (10,000+ handed to all attendees)
- Full page, color ad in program guide (provided by sponsor)
- Ad on event marquee on Topeka Blvd. 1 week prior to EquiFest
- Prominent banner placement in arenas; 3 max, banner provided by sponsor
- Electronic signage (logo) during event in Landon Arena (jumbotron) and on ExpoCentre's marquee (Topeka Blvd)
- Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- Website link & logo on www.equifestofks.com per event calendar year (4/1/2016 - 4/1/2017)
- Website link & logo on Kansas Horse Council's website per event calendar year (4/1/2016 - 4/1/2017)
- 10 x 10 booth space
- 10 event tickets per day
- First right of refusal for the following year's event



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2017 Sponsorship Opportunities

\$5,000 Gold Sponsor

- 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 printed, broadcasted and social media ads; e.i. "Ranch Rodeo in *"Sponsor Arena"*
- Logo will appear on advertising including but not limited to fliers (15,000+), posters and program guides (10,000+ handed to all attendees)
- Full page color ad in program guide (provided by sponsor)
- Prominent banner placement in arenas; 2 max, banner provided by sponsor
- Electronic signage (logo) during event in Landon Arena (jumbotron)
- Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- Website link & logo on www.equifestofks.com per event calendar year (4/1/2016 - 4/1/2017)
- Website link & logo on Kansas Horse Council's website per event calendar year (4/1/2016 - 4/1/2017)
- 10 x 10 booth space; additional floor space on arena floor & building perimeter
- 8 event tickets per day
- First right of refusal for the following year's event

Landon



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2017 Sponsorship Opportunities

\$3,000 Silver Sponsor

- 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 printed, broadcasted and social media ads
- Logo will appear on advertising including but not limited to fliers (15,000+), posters and program guides (10,000+ handed to all attendees)
- Full page color ad in program guide (provided by sponsor)
- Prominent banner placement in arena; 1 max, banner provided by sponsor
- Electronic signage (logo) during event in Landon Arena (jumbotron)
- Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- Website link & logo on www.equifestofks.com per event calendar year (4/1/2016 - 4/1/2017)
- Website link & logo on Kansas Horse Council's website per event calendar year (4/1/2016 - 4/1/2017)
- 10 x 10 booth space
- 6 event tickets per day
- First right of refusal for the following year's event
 - Domer
 - Exhibition Hall
 - Manor Conference Center
 - Sunflower Room



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2017 Sponsorship Opportunities

\$2,500 Bronze Sponsor

- 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 printed, broadcasted and social media ads
- Banner placement in arena; 1 max, banner provided by sponsor
- Electronic signage (logo) during event in Landon Arena (jumbotron)
- Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- Logo on fliers and program guide; ads will have “Sponsored by Sponsor” next to your event
- ½ page ad in program guide; provided by sponsor
- Website link & logo on www.equifestofks.com per event calendar year (4/1/2016 - 4/1/2017)
- Website link & logo on Kansas Horse Council’s website per event calendar year (4/1/2016 – 4/1/2017)
- 10 x 10 booth space
- 5 event tickets per day
- First right of refusal for the following year’s event

Headliner

Workshop

Theater



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2017 Sponsorship Opportunities

\$1,000 Copper Sponsor

- Banner placement in arena; 1 max, provided by sponsor
- Announcements throughout the event; minimum of 4 per 3 arenas, provided by sponsor
- Logo on fliers and program guide; ads will have “*sponsored by Sponsor*” next to event
- ¼ page ad in program guide; provided by sponsor
- 10x10 booth space
- Website link & logo on www.equifestofks.com per event calendar year (4/1/2016 - 4/1/2017)
- Website link & logo on Kansas Horse Council’s website per event calendar year (4/1/2016 - 4/1/2017)
- 4 event tickets per day
- First right of refusal for the following year’s event

\$500 Concho Sponsor

- Banner placement in arena; 1 max, provided by sponsor
- Logo on fliers and program guide; ads will have “*sponsored by Sponsor*” next to event
- Website link & logo on www.equifestofks.com per event calendar year (4/1/2016 - 4/1/2017)
- Website link & logo on Kansas Horse Council’s website per event calendar year (4/1/2016 - 4/1/2017)
- 2 event tickets per day
- First right of refusal for the following year’s event



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2017 Sponsorship Opportunities

\$100 Spur Sponsor

- Name included on "Friends of EquiFest Thank you" page in program



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2017 Sponsorship Opportunities

A La Carte Sponsorship

- \$200 – 4 tickets per day
- \$300 - Banner placement (2); provided by sponsor
- \$100 – 1/8 page full color ad in program guide
- \$150 – ¼ page full color ad in program guide
- \$250 – ½ page full color ad in program guide
- \$350 – full page full color ad in program guide
- \$450 – 10 x 10 booth space
- \$500 – Logo on all fliers and program guides; “sponsored by” next to your event
- \$500 – Website link & logo on Kansas Horse Council website
- \$500 – Website link & logo on equifestofks.com
- \$600 – Announcements throughout the show; 4 per 3 arenas; script supplied by sponsor



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2017 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, 2017. 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
EquiFest of Kansas (785) 776 - 0662 ♦ Fax (785) 539 - 2928