

**It's Your Future, Take The Reins!**



2002-2012

Sponsor the future of the equine industry.

**Sponsorship Information Packet**

**IEA Hunt Seat  
National Finals  
10 Year Anniversary Event!**

**April 20-22, 2012  
The Coliseum at  
The New York State Fairgrounds  
Syracuse, New York**

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# The Interscholastic Equestrian Association

The Interscholastic Equestrian Association (IEA) was founded in 2002 to support the athletic efforts of middle and high school equestrians throughout the United States. The IEA provides membership and event structure for students to participate in Hunt Seat and Western competitions and serves over 7000 members in eight Active Zones comprised of states from coast to coast.

The riders show in a draw-type format that "levels the playing field," and prepares them for intercollegiate riding and scholarships. Riders from 6<sup>th</sup> grade through 12<sup>th</sup> grade are eligible to participate at regular shows throughout the school year with classes offered for all ability levels (beginner, novice, intermediate and open). Awards are given to the top individual riders and to the highest placing teams. Each spring, the top riders and teams are tested at the regional and zone level, and finally, the best from each division are invited to the IEA NATIONAL FINALS!

The 2012 IEA Hunt Seat National Finals will be held at the coliseum at the New York State Fairgrounds in Syracuse, NY. The site is an ideal setting as it offers an impressive indoor arena with stadium seating, convenient warm-up and stabling areas and adjacent vendor areas.

## **You will find great opportunities at the 2012 IEA Hunt Seat National Finals:**

- \* National level competition
  - \* Prime exposure for equine and student products and services
  - \* Hunt Seat riders with ability levels from beginner through advanced
  - \* Convenient, Indoor Vendor Areas
  - \* Saturday night Competitors Party
  - \* Reserved Seating Areas
  - \* Top prizes, awards and scholarships for equestrian athletes
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# Meet the future of equestrian sports and join the excitement at this year's Nationals!!

## 2012 IEA Hunt Seat Nationals Sponsor Opportunities

Platinum Level-Naming Rights \$10,000/equivalent merchandise donation \*

- **Naming Rights to Event!**
- **Your company name will be directly related to the entire event in all signage, promotions, publications and media coverage**
- Two (2) 10x10 spaces in vendor area or outside trailer space
- One full-page color ad in event program – First inside page
- Up to five Banners to be displayed in arena during the event (Sponsor to provide banners)
- Right to distribute information/promotional materials in goodie bags that will be given to all participants (Sponsor to provide materials)
- Right to present Team Championship Awards
- Minimum of five PA announcements each day of event – up to 20 seconds each (Sponsor to provide copy)
- Reserved ringside seating - two sections
- Logo and link on IEA website until 6/1/12
- Five Electronic Distributions to IEA members (by 12/31/12)
- Eight Tickets to Exhibitor's Party (April 21)

\*Sponsors can purchase packages with monetary payment, merchandise, or a combination of both, to attain listed benefits (Note: Merchandise must be valued at cost to supplier not at retail cost.).



## Gold Level-Leading Sponsors \$5000-\$7500/equivalent merchandise donation \*

- One 10x10 space in vendor area
- One full-page ad in event program
- Up to three Banners to be displayed in arena during the event (Sponsor to provide banner)
- Right to distribute information/promotional materials in goodie bags that will be given to all participants (Sponsor to provide materials)
- Right to present Team Championship Awards
- Minimum of three PA announcements each day of event – up to 20 seconds each (Sponsor to provide copy)
- Reserved ringside seating - one section
- Logo and link on IEA website until 6/1/12
- Three Electronic Distributions to IEA members (by 12/31/12)
- Four Tickets to Exhibitor's Party (April 21)

\*Sponsors can purchase packages with monetary payment, merchandise, or a combination of both, to attain listed benefits (Note: Merchandise must be valued at cost to supplier not at retail cost.).



## Silver Level-General Sponsor \$2500-\$4999 or equivalent merchandise donation\*

- One 10x10 space in vendor area
- One full-page ad in event program
- One Banner to be displayed in arena during the event (Sponsor to provide banner)
- Right to distribute information/promotional materials in goodie bags that will be given to all participants (Sponsor to provide materials)
- Minimum of Two PA announcements each day of event – up to 20 seconds each (Sponsor to provide copy)
- Reserved ringside seating - one section
- Logo and link on IEA website until 6/1/12
- Two Electronic Distributions to IEA members (by 12/31/12)

## Silver Level-Party Sponsor \$3000 or equivalent merchandise donation\*

- **Exclusive Sponsor of the competitors' dinner party!**
- Signage at the party
- Right to distribute/display promotional materials at the dinner and/or dinner tables
- Opportunity for spokesman from your company to address the competitors.
- Minimum of two PA announcements each day of event – up to 20 seconds each (Sponsor to provide copy)
- One full-page ad in event program
- Logo and link on IEA website until 6/1/12
- Four Tickets to Exhibitor's Party (April 21)

## Silver Level -Back Number Sponsor \$3000 or equivalent merchandise donation\*

- **Exclusive Back Number Sponsorship**
- Exclusive right to display your company name/logo on the back numbers of all the competitors at the show
- One 10x10 space in vendor area
- One full-page ad in event program
- One Banner to be displayed in arena during the event (sponsor to provide banner/signage)
- Right to distribute information/promotional materials in goodie bags that will be given to all participants (sponsor to provide materials)
- Minimum of two PA announcements each day of event – up to 20 seconds each (Sponsor to provide wording)
- Reserved ringside seating – one section
- Logo and link on IEA website until 6/1/12

\*Sponsors can purchase packages with monetary payment, merchandise, or a combination of both, to attain listed benefits (Note: Merchandise must be valued at cost to supplier not at retail cost.).

## Silver Level -Horse Cooler Sponsor \$3000 or equivalent merchandise donation\*

- **Exclusive Horse Cooler Sponsorship**
- Exclusive right to display your company name/logo on the coolers that are given to all the horses in the show! (Sponsor must provide logo) IEA logo and/or nationals reference must also appear on the cooler.
- One 10x10 space in vendor area
- One full-page ad in event program
- One Banner to be displayed in arena during the event (sponsor to provide banner/signage)
- Right to distribute information/promotional materials in goodie bags that will be given to all participants (sponsor to provide materials)
- Minimum of two PA announcements each day of event – up to 20 seconds each (Sponsor to provide copy)
- Reserved ringside seating – one section
- Logo and link on IEA website until 6/1/12

## Bronze Level-General Sponsor \$1000-\$2499 or equivalent merchandise donation\*

- **Sponsor / Vendor Area**
- One 10x10 space in vendor area
- One full-page ad in event program
- One Banner displayed in arena during event (Sponsor to provide banner)
- Minimum of two PA announcements each day of event-up to 20 seconds each (Sponsor to provide copy)
- Right to distribute promotional materials in goodie bags (sponsor provides materials)
- Logo and link on IEA website until 6/1/12

## Bronze-Varsity Open Championship \$2000 or equivalent merchandise donation\*

- **Naming Rights to Varsity Open Championship Class** (the most prestigious class of the event!)
- One 10x10 space in sponsor area
- One full-page ad in event program
- One Banner displayed in arena during event (Sponsor to provide banner)
- Right to present Varsity Open Championship Awards
- Minimum of two PA announcements each day and exclusive announcements during during Championship class – up to 20 seconds each (Sponsor to provide copy)
- Right to distribute information/promotional materials in goodie bags (Sponsor to provide materials)
- Logo and link on IEA website until 6/1/12

\*Sponsors can purchase packages with monetary payment, merchandise, or a combination of both, to attain listed benefits (Note: Merchandise must be valued at cost to supplier not at retail cost.).

## College Special

**\$750 or equivalent merchandise donation\***

Special Offer for College and University Equine Programs!!

- One 10x10 space in vendor area
- One ½ page ad in event program
- Right to distribute promotional materials in goodie bags (sponsor provides materials)
- Logo and link on IEA website until 6/1/12

## Along the Ring

**\$500 or equivalent merchandise donation\***

- One Banner displayed in arena during the event (Sponsor to provide banner)
- One ½ page ad in event program
- Right to distribute promotional materials in goodie bags (sponsor provides materials)

## Class Sponsor

**\$300 or equivalent merchandise donation\***

- Right to present awards for selected class
- Sponsorship listing with class in event program
- Sponsorship mention throughout the class and awards
- One ½ page ad in event program

\*Sponsors can purchase packages with monetary payment, merchandise, or a combination of both, to attain listed benefits (Note: Merchandise must be valued at cost to supplier not at retail cost.).



Provide morning or afternoon hospitality snacks for competitors and sponsors

- One 10 x 10 space in sponsor area during designated hospitality service time
- Right to distribute information/promotional materials during hospitality service
- One ½ page ad in event program
- Catering must be arranged through host site

## Event Program

Here is an opportunity for to support your favorite teams and riders + the IEA by purchasing an ad in the program. The message could promote your business or agency, or it could be a customized "Best Wishes" to the team or an individual rider. Following ad rates and sizes for the IEA National Finals Program:

Rate	Ad Size
· \$150.00	· ½ - Page Black and White Ad
· \$300.00	· Full-Page Black and White Ad

### Advertising Specifications for IEA Hunt Seat Nationals

Full page – 7.5 in x 10 (w x h)

Half page – 7.5 in x 4.5 in

Minimum resolution 300dpi

Ads should be sent in JPG file – black and white

All ads should be sent to: [Roxane@rideiea.org](mailto:Roxane@rideiea.org)

**DEADLINE FOR SUBMISSION: March 30, 2012**



## Event Program

IEA is always open to new ideas and would like to work with you to customize your sponsorship package to fit the needs of your organization. Please feel free to contact our sponsorship representative to discuss your ideas.

Roxane Lawrence  
Executive Director and  
National Finals Coordinator  
[Roxane@rideiea.org](mailto:Roxane@rideiea.org)  
Or (440)463-4452

To research further, please browse the following web pages:  
[www.rideiea.org](http://www.rideiea.org)



## Sponsorship Agreement - 2012 IEA Hunt Seat Nationals

Company/Organization Name: \_\_\_\_\_  
(Name as it should appear in promotional material)

Contact Name: \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone(s) \_\_\_\_\_

E-mail \_\_\_\_\_

**Sponsor Level:** (circle to indicate choice)

Platinum-Title Sponsor \$10,000

Gold-Leading Sponsor \$5,000-\$7,500

Silver-General \$2,500-\$4,999

Silver-Party Sponsor \$3,000

Silver-Back number Sponsor \$3,000

Silver-Horse Cooler Sponsor \$3,000

Bronze-General \$1,000-\$2,499

Bronze-Varsity Open Championship \$2,000

College Special \$750

Along the Ring \$500

Class Sponsor \$300

Hospitality Sponsor \$200 + Supplies \_\_\_\_\_

\_\_\_\_ My sponsorship will be purchased with a monetary payment.

\_\_\_\_ My sponsorship will be purchased through a payment of merchandise, per attached list.

\_\_\_\_\_ My sponsorship will be purchased through a combination of monetary payment \$\_\_\_\_\_ and through a payment of merchandise, per attached list.

Additional purchase of program ads:

Size of ad: \_\_\_\_\_ @ the cost of \$ \_\_\_\_\_

Your sponsorship supports student-riders, loaned horses,  
prizes and scholarships in the  
2012 Interscholastic Equestrian Association  
Hunt Seat National Finals.

**Thank you for supporting the IEA and  
the future of the equestrian industry!**

Checks should be made payable to:  
**Interscholastic Equestrian Association**  
Mail sponsorship agreement and payment to:  
**IEA-Roxane Lawrence**  
**National Finals Coordinator**  
**2721 Scarborough Rd.**  
**Cleveland Heights, OH 44106**



