



## The United States Pony Clubs, Inc.

The Kentucky Horse Park, 4041 Iron Works Parkway, Lexington, KY 40511-8483  
859/254-7669 (PONY) Fax 859/233-4652 email: [uspc@ponyclub.org](mailto:uspc@ponyclub.org)  
[www.ponyclub.org](http://www.ponyclub.org)

The United States Pony Clubs, Inc. (USPC) is one of the country's leading equestrian organizations. Through its educational and instructional programs, Pony Club members not only learn skills related to the care and riding of horses, but develop character, leadership, confidence, and a sense of community... all values we strive to see in our future leaders.



2020 Equine Symposium &  
Convention Hosted by USPC

### Where the Mountains Meet the Sea with The United States Pony Clubs and the USPC Northwest Region

The 2020 Equine Symposium and Convention, hosted by The United States Pony Clubs and the Northwest Region, will be held January 29 – February 2, 2020 at the Hilton Seattle Airport and Conference Center in Seattle, Washington. This Symposium brings together 1,000+ Pony Club members, volunteers, leaders and families from across the country. The weekend is filled with workshops, educational activities, along with a Research Project Fair designed for all levels and ages of Pony Club members, and a fun Saturday evening banquet. Many equine and youth leadership organizations in surrounding areas will be invited to attend, and all workshops are open to the public who wish to register.

**We want you to be part of the fun!** Through your sponsorship, you will have access to an organization dedicated to developing leaders of the future, in and out of the equine world.

Sponsorship levels and benefits are listed in the attached materials. Your support will generate great visibility for your business and goodwill among USPC members, their families, and the hundreds of volunteers working to make this event possible.

Don't miss out, and please know that any amount will be greatly appreciated. The United States Pony Clubs, Inc. is a non-profit, 501(c)(3) organization – [www.ponyclub.org](http://www.ponyclub.org)



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# 2020 Equine Symposium and Convention Hosted by

## The United States Pony Clubs

### SPONSORSHIP OPPORTUNITIES

All sponsors receive recognition in the official program and on the Event App.

#### Title Sponsor

- Recognition as the Title Sponsor of the 2020 Equine Symposium and Convention
- Recognition on social media and with signage at the Equine Symposium and Convention
- Full page ad in the Equine Symposium and Convention Program
- Logo placement on tote bags
- Logo and link on the USPC home page and 2020 Equine Symposium and Convention website for one year
- Logo placement on event app
- Complimentary booth in the Trade Fair
- 4 Registrations to the Equine Symposium and Convention
- One reserved table and 10 tickets to the Saturday Evening Banquet
- Invitation to present a workshop(s) at the Equine Educational Symposium (if applicable and time allows)
- Recognition at the Meeting of the Corporation on Saturday morning
- Portfolio Service with promotional materials placed in registrant packets
- Additional benefits are negotiable.

INVESTMENT.....\$7,500

Exclusive - One opportunity available at this level

Deadline December 15<sup>th</sup>, 2019

## Presenting Sponsor

- Recognition as the Presenting Sponsor of the 2020 Equine Symposium and Convention
- Recognition on social media and signage at the Equine Symposium and Convention
- ½ page ad in the Equine Symposium and Convention Program and logo on event App.
- Logo and link on the 2020 Equine Symposium and Convention website for one year
- Logo on the tote bags (not exclusive at this level)
- Complimentary booth in the Trade Fair
- 2 Registrations to the Equine Symposium and Convention
- 2 tickets to the Saturday Evening Banquet with reserved seating

INVESTMENT.....\$5,000

Two opportunities available at this level

## Tote Bag Sponsor

- Company logo will be placed prominently on tote bags
- Logo and link on the 2018 Equine Symposium and Convention website for one year
- Logo placement on event app
- Recognition in the Equine Symposium and Convention Program
- Complimentary booth in the Trade Fair
- Portfolio service with promotional items placed in registrants packets

INVESTMENT.....\$3,500

One opportunity available at this level

## USPC Equine Anatomy Lab Sponsor

The USPC Equine Anatomy Lab is staffed by USPC Graduate and equine Veterinarian Dr. Brad Gordon and Vet Technician Cindy Healy as well as numerous Pony Club Graduates. The Lab offers hands-on experience to see and touch more than 100 actual equine specimens. The USPC Anatomy Lab is a long-time favorite of all Convention attendees and is open to everyone.

Benefits vary by levels below and can be negotiated.

TITLE SPONSOR INVESTMENT.....\$1,500

One opportunity available at this level – company name listed in title

ANATOMY LAB SPONSOR INVESTMENT.....\$ 500

Multiple spots available

## Banquet and Keynote Sponsor

As the sponsor of the Saturday evening Banquet and Keynote Speaker, you will be listed as the Banquet Sponsor and the Keynote Speaker Sponsor in all media and materials.

- Complimentary tickets to the Saturday evening banquet (# tbd)
- Other benefits negotiated as plans develop.

INVESTMENT.....\$3,500

One opportunity available

## Research Project Fair Sponsor

The Research Project Fair is open to all Pony Club members, allowing for all ages to design, research and display their own research project. Each project is judged by a panel made up of veterinarians, veterinary technicians, researchers, teachers and Pony Club graduates. Prizes for 1<sup>st</sup> through 5<sup>th</sup> place in each division and ribbons will be awarded to all participants. All contest entries will be prominently displayed at the Equine Symposium and Convention for everyone's educational enjoyment.

Benefits negotiable at both levels listed below

TITLE SPONSOR INVESTMENT.....\$1,500

One opportunity available - **SOLD**

SPONSOR INVESTMENT.....\$ 500

Multiple opportunities available

## Pony Paddock Sponsor

Support the younger members of Pony Club as they participate in the Pony Paddock. Pony Paddock is geared for those members who aren't quite ready to attend the workshops, but still have an equine interest. Pony Paddock features equine games, crafts, and learning opportunities geared to member's age level and much more.

- Recognition as a Pony Club Paddock Sponsor in the Equine Symposium and Convention Program
- Logo and link on the 2020 Equine Symposium and Convention website for one year
- Logo placement on event app
- Signage at Pony Paddock on site.
- Opportunity to participate with activities and/or product

INVESTMENT.....\$ 500

Multiple opportunities available

## Coffee Break Sponsor

Coffee Breaks will be scheduled throughout the event, with opportunities for sponsors to meet, mingle and talk to the Pony Club audience. Thursday and Friday Breaks will be during the Leadership Training Sessions involving Club, Center and Regional Pony Club Volunteers. Friday and Saturday Breaks will also include members, parents, instructors and additional volunteers. Sponsor signage and promotional materials will be at each Break.

INVESTMENT.....\$500

Six (6) opportunities available

## Portfolio Service

Portfolio Service allows your company to place its promotional material and/or product samples in the registration packets of full registrants. This is a great way to get your product information in front of the Pony Club buying public. Sponsor is responsible for providing materials within the determined timeframe.

INVESTMENT.....\$350

Multiple opportunities available

## Equine Symposium Workshop Sponsor

Select your favorite Workshop Presenter and your name will be listed as the Sponsor of that particular workshop. Or USPC will assign Workshop Sponsors as needed. Your name will be listed on the electronic board outside of each workshop room, and in other listings of Sponsors.

INVESTMENT.....\$300

Multiple opportunities available

## Advertising for the Equine Symposium and Convention Program

All ads are 4-color and must be print-ready. Limited space is available and must be reserved with materials submitted by January 3<sup>rd</sup>.

½ page ad \$100

Full-page ad \$200

Full-page Back Cover \$300

Ad Dimensions: Full page non-bleed 8" x 5"

½ page horizontal 4" x 5"

**Silent Auction** – The Silent Auction raises funds for both the hosting region and the national organization. If you are interested in donating an item(s) to the auction, please check below and you will be contacted to arrange for pick-up or shipping.

# 2020 Equine Symposium and Convention SPONSORSHIP AGREEMENT

Company/Organization/Individual Name: \_\_\_\_\_  
(as you would like it listed for acknowledgement in proceedings book)

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

Street Address \_\_\_\_\_

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

Phone: Business \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

## Sponsorship Levels

I would like to join as a Sponsor of the 2020 USPC Equine Symposium and Convention at the level checked below.

- Title Sponsor at \$7,500  
 Presenting Sponsor at \$5,000  
 Tote Bag Sponsor at \$3,500  
 USPC Equine Anatomy Lab Sponsor at \$1,500/\$500  
 Banquet and Keynote Speaker Sponsor at \$3,500  
 Research Project Fair Sponsor at ~~\$1,500~~ **SOLD**/\$500  
 Pony Paddock Sponsor at \$500  
 Coffee Break Sponsor at \$500  
 Portfolio Service at \$350  
 Workshop Sponsor at \$300

I would like to donate an item to the Silent Auction. Please contact me.

Program Advertising: \_\_\_\_\_ 1/2 page, \_\_\_\_\_ Full-Page, \_\_\_\_\_ Back Cover

Contact: [advertising@ponyclub.org](mailto:advertising@ponyclub.org)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Check is enclosed, made payable to the United States Pony Clubs.

Please invoice me for my sponsorship.

Return form and payment to the address below, or email to [development@ponyclub.org](mailto:development@ponyclub.org)

USPC National Office

Attn: Equine Symposium Sponsor, 4041 Iron Works Parkway, Lexington, KY 40511

Your generous contribution enables Pony Club to continue its mission. [www.ponyclub.org](http://www.ponyclub.org)

Deadline for sponsorship and advertising is January 3<sup>rd</sup>, 2020 unless otherwise noted.