



The 2023 USPC Convention January 19 – 23, 2023 St. Louis, MO

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.



2023 USPC Convention

The 2023 USPC Convention, hosted by The United States Pony Clubs and the Midwest Region, will be held January 19 – 23, 2023 at the Marriott St. Louis Grand in St. Louis, Missouri.

This event brings together 600+ Pony Club members, volunteers, leaders, and families from across the country, plus a virtual audience. The weekend is filled with workshops and educational activities, along with a Research Project Fair designed for Pony Club members of all levels and ages, and a fun Saturday evening banquet. A virtual

component allows even more participants to enjoy valuable equine education, including extended access to recorded sessions after the event.

Be part of the fun! Through your sponsorship, you will align with 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, and we can customize a package to fit your needs.

Your support will generate 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 level of participation will be greatly appreciated.

The United States Pony Clubs, Inc. is a non-profit, 501(c)(3) organization – www.ponyclub.org





2023 USPC Convention

2023 USPC Convention Hosted by The United States Pony Clubs and The USPC Midwest Region

SPONSORSHIP OPPORTUNITIES

All sponsors receive recognition in the official programs, on the event website and virtual platform. Recognition may also include social media, press releases and magazine coverage.

Title Sponsor

- Recognition as the Title Sponsor of the 2023 USPC Convention
- Recognition on social media, virtual and signage at the USPC Convention
- Full page ad in the USPC Convention Program
- Logo placement on tote bags
- Logo and link on the USPC website for one year.
- Logo placement on event website/virtual platform
- Complimentary booth in the Trade Fair
- 4 Registrations to the USPC Convention
- One reserved table and 10 tickets to the Saturday Evening Banquet
- Invitation to present a workshop(s) as part of the Convention educational programming (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.

Some benefits listed above may reduce tax-deductible amount of this contribution.

Deadline December 16, 2022



Presenting Sponsor

- Recognition as the Presenting Sponsor of the 2023 USPC Convention
- Recognition on social media, virtual and signage at the 2023 USPC Convention
- 1/2 page ad in the Convention Program and logo on event website/virtual platform.
- Logo on the tote bags (not exclusive at this level)
- Complimentary booth in the Trade Fair
- 2 Registrations to the USPC Convention*
- 2 tickets to the Saturday evening banquet with reserved seating

INVESTMENT\$5,000

Two opportunities available at this level.

Some benefits listed above may reduce tax-deductible amount of this contribution.

Tote Bag Sponsor

- Company logo will be placed prominently on tote bags
- Logo and link on the USPC website for one year
- Logo placement on event app/virtual platform
- Recognition in the USPC Convention Program
- Complimentary booth in the Trade Fair
- Portfolio service with promotional items placed in registrant 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 1st through 5th place in each division and ribbons will be awarded to all participants. All contest entries will be prominently displayed at the Convention for everyone's educational enjoyment.

Benefits negotiable at both levels listed below

TITLE SPONSOR INVESTMENT\$1,500

One opportunity available

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 age level, and much more.

- Recognition as a Pony Club Paddock Sponsor in the USPC Convention Program
- Logo and link on the 2023 USPC 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 community. Sponsor is responsible for providing materials by the specified date.

INVESTMENT.....\$350

Multiple opportunities available

Educational Workshop Sponsor

Select your favorite Workshop or 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 USPC 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.

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.



2023 USPC Convention SPONSORSHIP AGREEMENT

Company/Organization/Individual Name: _____
(as you would like it listed for acknowledgement in the Convention program)

Contact Name _____

Street Address _____

City, State, Zip _____

Phone: Business _____ Cell _____

Email _____

I would like to join as a Sponsor of the 2023 USPC 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/\$500

Pony Paddock Sponsor at \$500

Coffee Break Sponsor at \$500

Portfolio Service at \$350

Workshop Sponsor at \$300

Friend of Pony Club. A donation of any amount is greatly appreciated.

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

Signature

Date

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

Please invoice me for my sponsorship.

**Return form and payment to development@ponyclub.org or USPC National Office
Attn: USPC Convention Sponsor, 4041 Iron Works Parkway, Lexington, KY 40511**

For questions or more information please contact the USPC Development office at
859-254-7669, or email development@ponyclub.org or fundraising@ponyclub.org

Deadline for sponsorship and advertising is January 2023 unless otherwise noted.

Your generous contribution enables Pony Club to continue its mission. www.ponyclub.org

