



Festival

*Celebrating Equestrian Education and
Competition with USPC
National Championships,
Educational Clinics and Workshops*

Kentucky Horse Park | Lexington, KY | July 19 - 26, 2021

S P O N S O R S H I P O P P O R T U N I T I E S



About Festival

Participants gather for a week of competition, education and to celebrate Pony Club!

Held every three years

Festival brings together more than 3,000 Pony Club members, families and volunteers from across the country for a special week of competition, education, shopping, and family fun. There are activities throughout the week for the entire family.

National Championships

Members gather to compete in Dressage, Eventing, Show Jumping, Mounted Games, Tetrathlon, Polocrosse, Quiz, and Western Dressage.

Educational Seminars

Mounted and unmounted clinics, demonstrations, lectures and workshops by well-known equestrians, Olympians, industry leaders and Pony Club Graduates are held throughout the week. All unmounted seminars and workshops are open to the public who wish to register.

Mock Fox Hunt

At each Festival one of the local Fox Hunting Clubs brings their hounds and allows registered Festival members to participate in a mock fox hunt around the Kentucky Horse Park.

Family event

Festival is truly a family event with activities for members, parents, volunteer leaders and family members of all ages.

Trade Fair

Festival holds a large trade fair providing shopping fun for the entire family. For more information contact admin@ponyclub.org





Title Festival Sponsor

~~\$8,000 (one spot available)~~ **SOLD**

The Title Sponsorship offers the greatest exposure to the Pony Club membership, volunteers and families. In addition, the Presenting Sponsor will receive recognition throughout the Lexington, KY community over seven days of celebration and with equestrian organizations and social media outlets up to 6 months prior to the event. The Title Sponsorship provides the highest level of consumer awareness.

- Name recognition as The Title Festival Sponsor - USPC "Sponsor Name" Festival 2020 in all advertising, press releases, ENews, social media, Opening Ceremonies, on the Pony Club website and Event App
- Signage at the front entrance to the Kentucky Horse Park
- Jumbotron presence at the Kentucky Horse Park
- Full-page 4-color ad in the Pony Club News Features issue online and in print
- B/W business card ad in "Festival Bits" daily news sheets
- Complimentary Booth Space in our popular trade fair
- Guided tours of competitions and grounds (arranged daily)
- Sponsor banners/signage showcased in designated and high-traffic areas throughout the venue
- Refreshments provided daily
- Lunch provided daily for Sponsor representatives in the Sponsor and Staff Lounge
- Announcements made daily throughout the venue
- Follow-up publicity in Pony Club News
- Admission to Clinics and Workshops
- Participation in Award Ceremonies Presentation
- Logo and link on the USPC website and on the Festival page
- Additional benefits can include:
 - o Option to present a clinic or workshop
 - o Custom benefits as negotiated

Silver Stirrups Presenting Sponsor

\$5,000 (two spots available) *ONE SOLD*

The Silver Stirrups Presenting Sponsorship offers excellent exposure and consumer awareness among the Pony Club membership, volunteers and outside equine organizations.



- Name recognition as the Silver Stirrups Festival Sponsor through various means which may include press releases, ENews, social media, Opening Ceremonies, on the Pony Club website and Event App
- 1/2-page 4-color ad in the Pony Club News Features Issue
- B/W business card ad in “Festival Bits” daily news sheets
- Discounted booth in our popular trade fair
- Sponsor banners/signage showcased in designated areas
- Refreshments provided daily
- Lunch for 2 provided daily in the Sponsor and Staff lounge
- Announcements made daily
- Follow-up publicity in *Pony Club News*.
- Admission to Clinics and Workshops
- Logo and link on the USPC Festival page
- Additional benefits can include:
 - o Option to present a clinic or workshop
 - o Custom benefits as negotiated





Discipline Sponsor - 3 SOLD

\$1,500 (multiple spots available per discipline)

This opportunity offers sponsors a targeted audience for product exposure and recognition. Benefits will vary by discipline, but may include:

- Name recognition as a Discipline Sponsor in the Pony Club News Features issue, on the Festival page and Event App
- Business card ad (4-color) in Pony Club News Features issue
- Logo listed once in "Festival Bits" daily news sheets
- Announcements made daily
- Signage at the discipline site
- Acknowledgement and participation in Awards Presentation for discipline
- Opportunity to speak with competitors in sponsored discipline with photo op
- Award opportunities for sponsored discipline
- Logo and link on the sponsored discipline web page on the USPC website

Cross Country Jump Sponsor

\$500

- Signage/Banner placed at jump
- Name recognition as a Jump Sponsor in the Pony Club News Features issue.
- Complimentary t-shirt
- Professional photo op at your sponsored jump





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Festival Packet Sponsor

\$500 for Championships and Education

This opportunity allows a sponsor to get their literature in the hands of the end-user. This is a great way to supplement a trade fair booth or advertising and gain additional exposure for products and services.

- Literature/coupons/magazines will be placed in all participant, coach and chaperone packets for Championships; participant and chaperone for Education.
 - Must meet size requirements for packets, one piece per sponsor
 - Materials must arrive by designated deadline prior to event
- Name recognition in the Pony Club News Features issue

Banner Sponsor

\$500 for week of the event

A Banner Sponsorship will give you additional exposure to competitors and spectators in highly visible areas. This is a great way to supplement a Trade Fair booth, Packet Sponsorship or Display Sponsorship. Banners can be produced by USPC, or provided by sponsors and must meet size requirement of 3 x 5.

- Banners may hang in the following areas based on availability. Maximum of 2 banners:
 - Nina Bonnie Blvd.
 - Front entrance
 - Other high traffic areas



Sponsor-A-Clinician

\$1,000

Support the educational clinics of Festival by sponsoring one of our top-notch Clinicians who will be attending to teach and educate Pony Club members. Benefits are negotiable depending upon the Clinician and services provided.

- Name recognition in the Pony Club News Features issue.
- Additional benefits as negotiated

Display/Prize Sponsor

\$300

This Sponsorship allows you to get your product information out to the Pony Club audience through a well-traveled and highly visible area in the Trade Fair, or by donating prizes to Championships teams.

- Literature will be displayed at the Sponsor table in the Trade Fair
- Additional benefits as negotiated

Festival Friend

\$150

Support Pony Club and the 2021 Festival by becoming a Festival Friend.

- Complimentary T-shirt

All Festival Sponsors will receive recognition in the Festival Features issue of the magazine, on special signage at the Horse Park and in announcements made daily.



Special Sponsorship Opportunities

Details available upon request by contacting development@ponyclub.org or fundraising@ponyclub.org

- Championships Competitor Party
- Education participant and family appreciation party
- Volunteer daily lunch sponsor
- Volunteer Appreciation party
- Water bottles for all competitors, education participants and volunteers, judges and clinicians
- Mounted and Unmounted Educational Activities
- Hospitality
- Clothing Sponsor for volunteer shirts
- Trade Fair Hospitality Sponsor
- Equipment Sponsor
- Donation of product

Advertising Opportunities

All advertising is full-color

Back Cover	\$1,500
Full Page	\$1,340
½ Page	\$ 700
1/3 Page	\$ 500
¼ Page	\$ 370
1/6 Page	\$ 260
Business Card Ad	\$ 150

Advertising in Festival Features, the official publication of USPC Festival 2021, will give you unique exposure to the entire Pony Club family attending the most exciting adventure of the summer. This commemorative program is the perfect way to bring your message to an audience of confirmed horse enthusiasts.

For specs and more information about advertising, please contact USPC at advertising@ponyclub.org



Festival

Yes!

I want to support the 2021 Pony Club Festival and celebrate equestrian education by becoming a Sponsor at the following level:

- ~~Festival Title Sponsor (\$8,000)~~ **SOLD**
- Silver Stirrups Presenting Sponsor (\$5000) **1 SOLD**
- Discipline Sponsor (\$1,500) **3 SOLD**
(specify discipline) _____
- Cross Country Jump Sponsor (\$500)
- Festival Packet Sponsor (\$500)
- Banner Sponsor (\$500)
- Sponsor a Clinician (\$1000)
- Display Sponsor/Prize Sponsor (\$300)
- Festival Friend (\$150)
- Advertising in Pony Club News Features issue

Company/Organization/Individual Name:
(as you would like it listed in official program and signage)

Contact Name _____ T-shirt size _____

Telephone (business) _____ (cell) _____

Address _____

City/State/Zip _____

Email _____ Website _____

- I will be attending Festival
- I will be using my complimentary booth at the Festival Trade Fair (If applicable)
- I will be advertising in the Pony Club News Features issue (deadline May 20th)
- Please contact me about additional Special Sponsorship Opportunities

Credit Card Payment (Visa or Mastercard) _____

Name on Card _____ Expiration Date _____ Security Code _____

Phone _____ Email _____

Billing Address _____

Signature _____

**Please return this form along with payment to:
The United States Pony Clubs, Inc., attention Festival Sponsor
4041 Iron Works Parkway, Lexington, KY 40511**