

2nd Annual SOUTHERN OREGON HORSE FEST



Oregon Horse Country (OHC) focuses on improving the equine industry throughout Oregon by improving and marketing equine businesses, organizations, and non-profits. We also provide business and equine education, a voice for the industry, and assist with equine sports tourism.

In 2017, we were excited to provide Southern Oregon with its first horse fest. This premier equine event spotlights and connects a region of Oregon that has a strong equestrian population who are often hard to reach with traditional marketing. Over 20 vendors supported the first fest, with over 500 people coming through the door. We repeatedly heard that people and vendors loved the experience and hope that we would make it an annual event. We are now even more excited to continue the growth of our 2nd annual Southern Oregon Horse Fest in Medford!

Marketing studies have found that 60% of horse/livestock owners in Central Oregon have no children, indicating that they spend their disposable time and hard-earned income often on their animals. These same owners also tend to develop deep connections within their region and nearly 87% have remained in region for 5 years or more. Home ownership with horse/livestock owners is also higher than average citizens with over 70% of those with animals owning their homes and properties.

Please let us know when we might be able to connect with you and discuss the enclosed Sponsorship Opportunities. The Southern Oregon Horse Fest offers your company exceptional exposure to a demographic that has traditionally been harder to reach however are an expansive group of people who are loyal customers and are a great market for you to attain. We appreciate your consideration and hope to work with you as we bring this exciting, and much needed, event to Southern Oregon!

Sincerely

Brandi Ebner

Brandi Ebner
Producer of the Southern Oregon Horse Fest
Oregon Horse Country Director
971-224-5879 / Brandi@OregonHorseCountry.com
www.OregonHorseCountry.com

2nd Annual SOUTHERN OREGON HORSE FEST

Produced by Oregon Horse Country Sponsorship Opportunities

Presenting Sponsor

- Business Logo prominently placed on:
 - ✓ Event program cover
 - ✓ On Oregon Horse Country website SOUTHERN OREGON HORSE FEST event pages
 - ✓ Posters and handouts distributed state-wide
 - ✓ Oregon Horse Country banner ads that promote the SOUTHERN OREGON HORSE FEST and on a home page slide.
 - ✓ Any advertising that is done (with the exception of those in contract prior to this sponsorship being secured)
 - ✓ Posters and handouts distributed state-wide
- Half page ad in a premium location of the event program
- 25 complimentary tickets to distribute to your staff or customers
- At least 5 personalized Facebook promotional mentions leading up to the event
- Referred to as the Presenting Sponsor of the SOUTHERN OREGON HORSE FEST any time the event is promoted
- Complimentary 10'x20' vendor booth
- Opportunity to place 2 banners at the entrance to the event
- Opportunity to place up to 2 additional banners throughout the event facility (location determined by event staff)
- Opportunity to have marketing material available at Oregon Horse Country booth
- Will have your business name listed as the Presenting Sponsor in the signature line of all emails sent by OHC staff between now and the SOUTHERN OREGON HORSE FEST.

Sponsorship Cost = \$1,000

Champion Sponsor

- Business Logo placed on:
 - ✓ Cover of the Event program
 - ✓ On Oregon Horse Country website SOUTHERN OREGON HORSE FEST event pages
- At least 3 Facebook promotional mentions leading up to the event (can be customized by your business)
- 10 complimentary tickets to distribute to your staff or customers
- Complimentary 10'x10' vendor booth
- 25% discount on program display advertisements or complimentary 1/4 page ad
- Opportunity to place up to 2 banners in the event facility (location determined by event staff)

Sponsorship Cost = \$500

Blue Ribbon Sponsor

- Business Logo placed:
 - ✓ In event program
 - ✓ On Sponsor page of the SOUTHERN OREGON HORSE FEST website as a Supporting Sponsor
- 2 Facebook promotional mention leading up to the event (can be customized by your business)
- 4 complimentary tickets to distribute to your staff or customers
- Opportunity to place up to a banner in the event facility (location determined by event staff)
- 10% discount on program display advertisements

Sponsorship Cost = \$250

Spotlight Sponsor

- Listed on Sponsor page of the SOUTHERN OREGON HORSE FEST website as a Spotlight Sponsor
- A Facebook promotional mention leading up to the event (can be customized by your business)
- 4 complimentary tickets to distribute to your staff or customers
- Opportunity to place up to a banner in the event facility (location determined by event staff)

Sponsorship Cost = \$100

**Consider expanding your company's reach across Southern Oregon
at an event that equestrians anticipate all year!**

CONTACT: Brandi Ebner, OHC & SOUTHERN OREGON HORSE FEST Executive Director

Brandi@OregonHorseCountry.com / 971-224-5879

*****We will gladly work with you to create a custom package as well.*****



2018 Southern Oregon Horse Fest Sponsorship Form

Please print your business information as you would like it to appear in our marketing.

Business/Organization Name: _____

Contact person and title: _____

Business Address: _____

City, State, Zip: _____

Phone Number: _____ Email: _____

Which level of sponsorship would you like to commit to for the 2018 Southern Oregon Horse Fest:

- | | |
|---|--|
| <input type="checkbox"/> Presenting Sponsor (\$1,000) | <input type="checkbox"/> Spotlight Sponsor (\$100) |
| <input type="checkbox"/> Champion Sponsor (\$500) | <input type="checkbox"/> Custom (\$ _____) |
| <input type="checkbox"/> Blue Ribbon Sponsor (\$250) | |

Payment options:

- Check enclosed (make payable to Oregon Horse Country)
- Please invoice me

By submitting this form, I agree that my business is committing to the sponsorship level marked above and that the amount will be due to the Southern Oregon Horse Fest, produced by Oregon Horse Country.

Payment is due by August 1, 2018, to ensure your business will receive all the benefits under your sponsorship level.

Please send a high resolution logo (minimum of 300 dpi) with a transparent background to Brandi@OregonHorseCountry.com by August 1, 2018.

QUESTIONS

CONTACT BRANDI EBNER, OREGON HORSE COUNTRY EXECUTIVE DIRECTOR
971-224-5879 | BRANDI@OREGONHORSECOUNTRY.COM

Thank you for your support!