

2017 HORSE TRADING DAYS SPONSORSHIP OPPORTUNITIES

TITLE LEVEL

\$2500.00

Title level sponsors receive a full page ad in the program, company logo on FRONT of festival t-shirt, company logo on television commercial, company logo with live link to company website on Horse Trading Days website homepage and sponsors page, company logo on all marketing materials, company logo attached to promotional banners placed at Zelenople entrances leading up to festival, company logo on newspaper ad, mentions over Main Street public address system each day of festival, company banner (provided by sponsor) placed in Main Stage area.

PLATINUM LEVEL

\$1000.00

Platinum Level sponsors receive a full page ad in the program, company logo on festival t-shirt, company logo on television commercial, company logo with live link to company website on Horse Trading Days website homepage and sponsors page, company logo on marketing materials referencing sponsored event, mentions over Main Street public address system each day of festival, company banner (provided by sponsor) placed at/on sponsored event.

GOLD LEVEL

\$500.00

Gold Level sponsors receive a half page ad in the program, company logo on festival t-shirt, company logo with live link to company website on Horse Trading Days website sponsors page, company logo on marketing materials referencing sponsored event, mentions over Main Street public address system on day of sponsored event, company banner (provided by sponsor) placed at/on sponsored event.

SILVER LEVEL

\$250.00

Silver Level sponsors receive a third page ad in the program, company name on festival t-shirt, company name with live link to company website on Horse Trading Days website sponsors page, company name on marketing materials referencing sponsored event, company banner (provided by sponsor) placed at/on sponsored event.

BRONZE LEVEL

\$100.00 – \$249.00

Bronze Level sponsors receive a quarter page ad in the program, company name on festival t-shirt, company name on Horse Trading Days website sponsors page, company name on marketing materials referencing sponsored event.

EVERY LITTLE BIT HELPS! ALL OTHER SPONSORSHIP AMOUNTS WILL RECEIVE A MENTION ON THE "SPECIAL THANKS" PAGE IN THE PROGRAM AS WELL AS THEIR COMPANY NAME LISTED ON THE SPONSORS PAGE OF THE HORSE TRADING DAYS WEBSITE.

2017 HORSE TRADING DAYS SPONSORED FEATURES

Choose your first and second choice from the list below your sponsorship level. Indicate your choices on the spaces provided on the enclosed Sponsorship Form

TITLE LEVEL

\$2500.00 — 4 Available

PLATINUM LEVEL

\$1000.00 — 6 Available

Thursday Feature Concert — Sydney Hutchko

Friday Feature Concert — No Bad JuJu

Saturday Feature Concert — The Softwinds

Kidz Corner

Hot-to-Trot 5K & 1 Mile Fun Run

Cornhole Tournament

GOLD LEVEL

\$500.00 — 5 Available

Event Parking Lot/Shuttle

Craft Market

Gazebo

Food Court

Mr. & Miss Horse Trader Pageant

SILVER LEVEL

\$250.00 — 6 Available

Frog Jumping Contest

Baby Races

Cowboy Rodeo

Pedal Power Tractor Pull

Stick Horse Races

Volunteer Tent

BRONZE LEVEL *

\$100.00 - \$249.00 — Unlimited

Daytime Main Stage Act

Daytime Gazebo Act

5K Refreshments Table

*all are assigned by Horse Trading Days committee

2017 HORSE TRADING DAYS SPONSORSHIP FORM

Business Name: _____

Complete Address: _____

Contact Person: _____

Business Phone: _____ Cell Phone: _____

Email: _____ Fax: _____

Sponsorship Level/Amount: _____

Sponsored Feature (Choose from list on page 4 of this packet):

1st Choice: _____ 2nd Choice: _____

Are you willing to let a non-profit or crafter to use the space in front of your store? **YES** **NO**

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ADS FOR HORSE TRADING DAYS PROGRAM BOOK (\$100 SPONSORSHIP OR GREATER)

All ad copy must be received no later than June 26, 2017. If we have not received your ad copy by this date, it will not be in the program. If you were a sponsor last year and have a few simple changes to your ad, please mark the changes directly on the ad and return it with this form.

New or completely revised ads for the program book must be emailed to **info@horsetradingdays.com**. In your email, please include your name, phone number, and name of your business.

If you wish us to use last year's ad with no changes, please check the box to the right:

Ad Sizes:

- Quarter Page — Business Card
- 1/3 Page — Approximately 4 3/4" Horizontal x 2" Vertical
- 1/2 Page — Approximately 4 3/4" x 3 3/4" Vertical
- Full Page — Approximately 4 3/4" x 7" Vertical

LOGOS: (\$500 SPONSORSHIP OR GREATER)

To ensure that your logo will be included on all materials promised, it must be received via email no later than April 30, 2017. Please email your company's logo to **info@horsetradingdays.com**. In your email, please include your name, phone number, and name of your business.

_____ I would like to volunteer for the 2017 Horse Trading Days Committee

Checks should be made payable to Zelenople Area Business Association. All responses should be mailed to: Horse Trading Days, PO Box 284, Zelenople, PA 16063

Banners should be delivered to Farmers Insurance — The Edwards Agency no later than July 13, 2017. Address: 215 South Main Street #1, Zelenople, PA 16063