



Dear Vendor and Sponsor:

Welcome to the 2010 IQHA Futurity Extravaganza and AQHA Show! This prestigious Iowa Quarter Horse Futurity and American Quarter Horse Show will be held at the Iowa State Fairgrounds in Des Moines, Iowa – Thursday, September 23<sup>rd</sup>, through Sunday, September 26<sup>th</sup>, 2010. If you are a previous sponsor, welcome back – we're happy to be working with you again! If you are a first time sponsor, please look over the opportunities we have to offer – we look forward to working with you!

The IQHA Futurity Extravaganza is one of the largest Quarter Horse futurities in the nation. We offer our exhibitors an Open Halter and Pleasure Futurity, a Breeders Halter and Pleasure Futurity, and a Non-Pro Halter and Pleasure Futurity. The diversity of these three futurities brings in exhibitors from a 10 state area, all with unlimited buying potential!

Also that weekend we offer two split/combined AQHA horse shows, along with a special "Claiming Class" and Exhibitors' party on Friday evening held in conjunction with the Iowa Quarter Horse Futurity Extravaganza. Adding the Quarter Horse Shows along with these special events increases the exhibitor participation level for all four days, and gives you additional exposure for your product or service, and the chance to gain new customers! We anticipate feeding nearly 400 people at the exhibitors' party!

Please find enclosed a sponsor information sheet listing our various sponsorship levels, and a sponsor sign up sheet with information on advertising in the Official IQHA Futurity Extravaganza Program. Please take the time to read through the opportunities available to you. We have a sponsorship package to fit all levels of participation, and welcome the opportunity to work with you to find the package that best fits your needs. In-kind contributions of product or services can also be applied to these levels. The IQHA Futurity Extravaganza is an outstanding opportunity to target your market audience and increase sales!

If you have any questions, or need further information, please contact Sue Voss at 563.893.2424 or Roelene Lundy at the IQHA Office 641.343.7252. I will follow up with personal phone calls to each of you in case you have questions. We look forward to working with you!

Sincerely,

Sue Voss  
IQHA Sec-Treas  
Futurity Coordinator  
2312 270<sup>th</sup> St  
New Liberty, IA 52765  
563.893.2424 (H)  
563.260.7507 (C)

**2010 IQHA Futurity Extravaganza  
AQHA split-combined shows  
September 23-26, 2010  
Iowa State Fair Grounds, Des Moines, Iowa  
www.iowaquarterhorse.com**

# 2010 IQHA FUTURITY EXTRAVAGANZA SPONSORSHIP LEVELS

## EXCLUSIVE - \$2000 CASH SPONSORSHIP

- Sponsorship of Exhibitor Party on Friday night at Diamond Jack's (across from the Pavilion); we'll handle food arrangements; party will include a DJ for four hours.
- Exclusive **naming rights** to the Exhibitors' Party. No other competitor in your product line will be allowed to be a full or co-sponsor of the Exhibitors' Party.
- Includes all the perks of the Elite Sponsorship below

## ELITE - \$1000 CASH SPONSORSHIP

- Company provided banner hung in the show arena/ ring
- Company provided banner hung in the warm up arena
- In the Arena award presentation of five futurity classes
- Full page ad in the official program catalog
- Sponsor recognition announced five times per day during Futurity/Show
- One full year of continuous listing as a Futurity/Show sponsor in the IQHA Magazine (September 2010 to August 2011)
- Listed as a Futurity/Show sponsor in the annual IQHA Directory (Jan 2011)
- One full year of link service from the IQHA web site to your company web site (September 2010 to August 2011)
- Our guest of two at the IQHA Awards Banquet with reserved seating, held January 2011
- 10 x 20 indoor booth space or 20 x 50 outdoor space

## PREMIER - \$500 CASH SPONSORSHIP

- Signage in the show arena
- In the Arena award presentation of four futurity classes.
- Half page ad in the official program catalog
- Sponsor recognition announced three times per day during Futurity/Show
- One full year of continuous listing as a Futurity/Show sponsor in the IQHA Magazine (September 2010 to August 2011)
- Listed as a Futurity/Show sponsor in the annual IQHA Directory
- 10 x 10 indoor booth space or 20 x 50 outdoor space

## CLASSIC - \$250 CASH SPONSORSHIP

- Name on multi-business signage in the show arena
- In the Arena award presentation of two futurity classes
- Quarter page ad in the official program catalog
- Sponsor recognition announced three times per day during the Futurity/Show
- Listed as a Futurity/Show sponsor in the annual IQHA Directory
- 10 x 10 indoor booth space or 20 x 50 outdoor space available for an additional \$150

## SELECT - \$100 CASH SPONSORSHIP

- Name shared on signage board at the show office area
- In the Arena award presentation of one futurity class
- Business Card ad in official program catalog
- Sponsor recognition announced one time per day during Futurity/Show
- Listed as a Futurity/Show sponsor in the annual IQHA Directory
- 10 x 10 indoor booth space or 20 x 50 outdoor space available for an additional \$150

## IN KIND SPONSORSHIP

- You can also donate product and/or services and be considered a Select, Classic, Premier, Elite, or Exclusive sponsor. Product and/or services must be in the dollar amounts of the above sponsorships.
- You can upgrade your sponsorship level by offering a combination of product/services and cash.
- ***To be considered an Elite or Exclusive Sponsor, 50% of the donation must be in cash.*** Exclusive Sponsorships have limited availability. Please call to see if these are available.

# Futurity Extravaganza Sponsorship Form

Please choose and mark your sponsorship

\_\_\_\_\_ **EXCLUSIVE SPONSOR: \$2000 (includes Exhibitors' Party)**

- I will provide you with my banners for the show arena ring and warm up area
- I will provide you with full page ad for the official program catalog
- Our website address for the IQHA website link is: \_\_\_\_\_

\_\_\_\_\_ **ELITE SPONSOR: \$1000**

- I will provide you with my banners for the show arena ring and warm up area
- I will provide you with full page ad for the official program catalog
- Our website address for the IQHA website link is: \_\_\_\_\_

\_\_\_\_\_ **PREMIER SPONSOR: \$500**

- I will provide you with my logo artwork for the arena signage
- I will provide you 1/2 page ad for the official program catalog

\_\_\_\_\_ **CLASSIC SPONSOR: \$250**

- I will provide you with my logo artwork for multi-business signage
  - I will provide you with my 1/4 page ad for the official program catalog
- \_\_\_ I would like booth space for an additional \$150; total \$400

\_\_\_\_\_ **SELECT SPONSOR: \$100**

- I will provide you business card size ad for the official program catalog
- \_\_\_ I would like booth space for an additional \$150; total \$250

\_\_\_\_\_ **IN KIND SPONSORSHIP: PLEASE NOTE:** These sponsorship levels apply if you wish to provide services, product, or a combination of both. Please check this and one of the other options above and indicate product or service: \_\_\_\_\_

**Advertising deadline for the IQHA Futurity Extravaganza program catalog is Aug 25<sup>th</sup>, 2010!! Ads may be emailed before the deadline to [ig@barhonline.com](mailto:ig@barhonline.com). Payment of your sponsorship and this form should be returned to the address below before the deadline of Aug 25<sup>th</sup>.**

**COMPANY** \_\_\_\_\_

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY, STATE, ZIP** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

*\*IQHA Reserves the right to utilize sponsorships as best meet the needs of the futurity*

**Thank you for your support of the IQHA Futurity Extravaganza Show. Please make your check payable to IQHA Futurity and return it with this form to the address listed below before September 1, 2010.**

**IQHA Futurity Extravaganza**  
2312 270<sup>th</sup> St · New Liberty, IA 52765 · 563.893.2424 (H); 563.260.7507 (C)  
Email: [voss\\_richard@hotmail.com](mailto:voss_richard@hotmail.com)

**Thank you for your support and we look forward to seeing you at the:**  
**Iowa Quarter Horse Association Futurity Extravaganza**  
**AQHA split-combined shows**  
**September 23-26, 2010**  
**Iowa State Fair Grounds, Des Moines, Iowa**