

IOWA
QUARTER
HORSE
ASSOCIATION

Dear Vendor and Sponsor:

Welcome to the 2011 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 22nd through Sunday, September 25th, 2011. 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. In addition, we will be joined by the Breeders Cup Futurity and the World Conformation Horse Association as they will hold their Halter Horse Futurities in conjunction with ours. The diversity of these futurities will bring in exhibitors from across the nation, all with unlimited buying potential! Our Futurity will be held in the new climate-controlled Jacobson Arena adjacent to the Horse Barn on the Iowa State Fair Grounds. Booth space for sponsors will be inside the Jacobson Arena, in the Beef Annex, or outside. The space in the Beef Annex is sufficient to pull in trailers with an easy exit. Outside vendors will be charged an additional vendor fee from the Iowa State Fairgrounds.

Also that weekend we offer two split/combined AQHA horse shows, along with Exhibitors' Parties 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! **New** this year will be reserved tables overlooking the arena for Elite, Premier, and Classic sponsors that are included in the sponsorship fee. These tables will be adjacent to the indoor vendor booth spaces.

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 270th St
New Liberty, IA 52765
563.893.2424 (H)
563.260.7507 (C)

2011 IQHA Futurity Extravaganza
AQHA split-combined shows
September 22-25, 2011
Iowa State Fair Grounds, Des Moines, Iowa
www.iowaquarterhorse.com

2011 IQHA FUTURITY EXTRAVAGANZA SPONSORSHIP LEVELS

ELITE - \$1000 CASH SPONSORSHIP

- Company provided banner hung in the show arena/ ring at the Futurity
- Company provided banner hung in the warm up arena at the Futurity
- In the Arena award presentation of five Futurity classes
- Full page ad in the official Futurity program catalog
- Sponsor recognition announced five times per day during Futurity/Show
- **New!** Reserved table in the Jacobson Arena for the duration of the show
- Listing as a Futurity/Show sponsor in the IQHA Magazine (September 2011 to Feb 2012)
- Listed as a Futurity/Show sponsor in the annual IQHA Directory (Jan 2012)
- Our guest of two at the IQHA Awards Banquet with reserved seating, held January 2012
- Includes 10 x 10 booth space
- Link service from the IQHA web site to your company web site (September 2011 to Feb 2012)

Website Address: _____

- _____ 10 x 20 booth space in Jacobson Exhibition Center available for an additional \$200 or
_____ 20 x 50 booth space in Beef Annex available for an addition \$200 or
_____ 20 x 50 outdoor booth space available for an additional \$200 (outside vendors will also be charged a vendor fee from the Iowa State Fairgrounds)

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
- **New!** Reserved table in the Jacobson Arena for the duration of the show
- Listing as a Futurity/Show sponsor in the IQHA Magazine (September 2011 to Feb 2012)
- Listed as a Futurity/Show sponsor in the annual IQHA Directory (Jan 2012)
- Includes 10 x 10 booth space
- _____ 10 x 20 booth space in Jacobson Exhibition Center available for an additional \$200 or
_____ 20 x 50 booth space in Beef Annex available for an addition \$200 or
_____ 20 x 50 outdoor booth space available for an additional \$200 (outside vendors will also be charged a vendor fee from the Iowa State Fairgrounds)

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
- **New!** Reserved shared table in the Jacobson Arena for the duration of the show
- Listed as a Futurity/Show sponsor in the annual IQHA Directory (Jan 2012)
- _____ 10 x 10 booth space in Jacobson Exhibition Center available for an additional \$200 or
_____ 20 x 50 booth space in Beef Annex available for an addition \$200 or
_____ 20 x 50 outdoor booth space available for an additional \$200 (outside vendors will also be charged a vendor fee from the Iowa State Fairgrounds)

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 (Jan 2012)
- _____ 10 x 10 booth space in Jacobson Exhibition Center available for an additional \$200 or
_____ 20 x 50 booth space in Beef Annex available for an addition \$200 or
_____ 20 x 50 outdoor booth space available for an additional \$200 (outside vendors will also be charged a vendor fee from the Iowa State Fairgrounds)

IN KIND SPONSORSHIP

- You can also donate product and/or services and be considered a Select, Classic, Premier, or Elite 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 Sponsor, 50% of the donation must be in cash**
- Product or service: _____

Advertising deadline for the IQHA Futurity Extravaganza program catalog is Sep 1, 2011!! Ads may be emailed before the deadline to ig@barhonline.com. Payment of your sponsorship and this form should be returned to the address below before the deadline of Sep 1, 2011.

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, 2011.

IQHA Futurity Extravaganza
2312 270th St · New Liberty, IA 52765 · 563.893.2424 (H); 563.260.7507 (C)
Email: 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 22-25, 2010
Iowa State Fair Grounds, Des Moines, Iowa