



AMERICAN
PAINT HORSE
ASSOCIATION

Sponsorships At A Glance

SPONSORSHIP LEVELS AND BENEFITS	Exclusive \$50,000	Corporate \$25,000	World Shows \$15,000
Category Exclusivity	✓	✗	✗
Paint Horse Journal ads	10 full-page	10 full-page	✗
World Show Program ads <i>also printed in the June & October PHJ's</i>	2 full-page	2 full-page	2 full-page
CHROME ads	3 full-page	✗	✗
YWCS & OAWCS Gift Show Vendor Space	10 x 30	10 x 20	10 x 10
News Stories	6	2	1-announcing partnership
Logo/Name inclusion <i>General APHA print/digital materials</i>	✓	✓	✗
Logo/Name inclusion <i>World Shows print/digital materials</i>	✓	✓	✓
Logo/Link inclusion <i>Live streaming online event broadcasts</i>	✓	✓	✓
Social Media Posts	2 per month	1 per month	4 posts per year
Email Blasts	6 per year	4 per year	2 per year
Rotating web banner <i>Monthly - APHA suite of pages</i>	✓	✓	✗
Corporate Partner Page <i>Logo and blurb with link</i>	✓	✓	✗
Exhibitor Email Blasts <i>2 World Shows/year</i>	✓	✓	✓
Commercials on RIDE TV	30 30-second commercials	20 30-second commercials	✗
Convention participation	Packet insert, table set-up	Packet insert, table set-up	✗
APHA Stock Horse Photography	✓	✓	✓
Mailing Lists <i>APHA members or select groups</i>	✓	✓	✗
Mailing Lists <i>World Show exhibitors</i>	✓	✓	✓
Signage <i>2 World Shows/year</i>	Arena wall logo, arena banner, warm-up arena, additional as agreed upon	Arena wall logo, arena banner, warm-up arena	Banner, warm-up arena
Exhibitor Packet Inserts <i>2 World Shows/year</i>	✓	✓	✓
Around the World <i>Daily World Show video blog 2 World Shows/year</i>	Presenting sponsor	Presenting sponsor	Logo inclusion
Scoreboard Video & Public Address Announcements <i>2 World Shows/year</i>	✓	✓	✓
VIP Tables <i>2 World Shows/year</i>	✓	✗	✗
Insertion in APHA mailings <i>Registrations & transfers</i>	✓	✗	✗
Strategic Editorial Inclusion	✓	✓	✗