



## Exhibitor Sponsorship Packages FAQ

### Stall Priority

- The sponsorship levels determine priority stall placement – Gold sponsors will receive 1<sup>st</sup> priority for placement, Silver sponsors will receive 2<sup>nd</sup> priority for placement and Bronze sponsors will receive 3<sup>rd</sup> priority for placement.
  - Priority within each sponsorship level will be based on date sponsorship payment is received.
  - Each sponsorship is given priority placement of stalls for one single location only.
  - Stall placement is based on availability and cannot be guaranteed.
- The sponsorship levels do not guarantee or restrict an individual to a specific barn. The sponsorship just determines priority for placement in the exhibitor's barn of choice.
  - The sponsors will provide their choice of barns ranked in order of their preference. Based on their level of sponsorship, they will be assigned to the barn they choose if still available in the order of their sponsorship level: 1) Gold Sponsors, 2) Silver Sponsors and 3) Bronze Sponsors.
  - Priority within each sponsorship level will be based on date sponsorship payment is received. Stall placement is based on availability and cannot be guaranteed.
  - The sponsorship does not allow exhibitors to choose the exact stall location, just the choice of the barn they wish to be stalled in.
  - Stall end caps will be prioritized in the same way based on sponsorship level.
  - Once the sponsors are assigned their locations, then the remainder of stalls will be assigned based on a first-come, first-paid basis. A lottery

system will be used to prioritize all remaining reservations received on the same date, requesting the same barn.

- Stall reservation forms will still need to be submitted as always by the pre-entry deadline of May 15 indicating barn choice, horse information, tack stalls, etc. along with stall payment.
  - The individual cost of the stalls is in addition to the sponsorship amount.
  - If additional stalls need to be added to a previously submitted reservation after the May 15 deadline, the same location for the additional stalls is not guaranteed.
  - Stall reservations are not considered complete until payment has been received and will be subject to the appropriate fees based on the date payment is received.
  - The premium book and all forms will be available online early April at [www.apha.com/worldshow/ws-forms](http://www.apha.com/worldshow/ws-forms)

#### RV Priority

- The Gold sponsorship level provides one complimentary RV space in Red Lot 5 (closest to the John Justin Arena). If sponsor will be attending both the APHA World Show and the APHA Breeders' Halter Futurity Championship, they will only receive the complimentary RV spot for one event but will receive priority placement for the second event.
  - The sponsorship does not allow an individual to choose the exact RV space location, just guarantees a space in Red Lot 5 if available.
  - Priority for a space in Red Lot 5 is based on date sponsorship payment is received and availability and cannot be guaranteed. If space is no longer available in Red Lot 5, a space in a secondary location will be provided.
  - All entry and stall/RV reservation forms will be available at the time the premium book and forms are made available online.

#### Individual Sponsorship Opportunities

- Packages remain as advertised and cannot be altered. However, individual a la carte sponsorship opportunities may be added for the additional advertised fees and will be based on availability.

#### Reasons for Program

- Designed to enhance the experience for exhibitors participating at the APHA World Show – providing VIP benefits and conveniences.

- Designed to build the sponsor's brand and increase their exposure.
- Designed to increase World Show payouts. Sponsorship funds (minus expenses) will be paid out at the World Show.
- Provides an equitable method for prioritizing stall assignments with the reuniting of the two World Shows.

#### Deadlines

- **Sponsorship form will be released at the same time as the premium book and forms** online early April to ensure everyone is given the same opportunity to submit a sponsorship request.
  - Sponsors should complete the sponsorship form and submit along with payment. [www.apha.com/worldshow/ws-forms](http://www.apha.com/worldshow/ws-forms)
  - When sponsorship form is submitted, choice of show (APHA World Show or APHA Breeders' Halter Futurity Championship) where the sponsorship is applied must be decided.
  - **Sponsorship payments must be received by May 15 to guarantee priority stall placement and RV lot if applicable.**
  - *Priority within each sponsorship level and availability will be based on date sponsorship payment is received, so the sooner it is received by the APHA, the better opportunity for receiving preferred placement.*