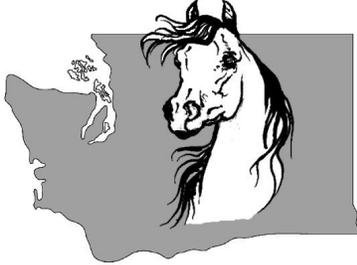


**56th Annual Half
Arabian Club of Washington
Washington Mid-Summer Classic Dual Horse Shows**
Benefiting the American Cancer Society
June 8-11, 2017 | Monroe, Washington



On behalf of the Half Arabian Club of Washington (HACW), we are inviting you and/or your company to co- sponsor the annual Mid-Summer Classic Dual Arabian Horse Shows.

Our show is a four-day equestrian competition from June 8-11 at the Evergreen Equestrian Park in Monroe, Washington. Classes begin every day at 8 AM, 1PM and 7 PM.

This year marks the 56th year of HACW's well attended show.

We offer our exhibitors and spectators a top notch event with outstanding prizes and fun events every night. Our Friday night festivities will begin with the 2nd Annual Pro/Am/Jr Showmanship class. This is an exhibition class where exhibitor pairs are auctioned off to see which pair will be the judges 1st place winner. The proceeds for this entertaining class will be forwarded to the Arabian Horseman's Distress Fund, www.horsemensdistressfund.com. Friday Night will also bring back, by popular demand, the 2nd annual Equitation Challenge. This class showcases our top equitation athletes demonstrating their equestrian skills with tests called for by our Official Judging Panel.

The American Cancer Society will be one of the show's benefactor. They will receive 50% of our net proceeds for 2017. The Arabian and Half Arabian owners, trainers, competitors and enthusiasts "family" have all known someone with cancer. Over the past ten years the HACW has donated over \$37,000 to the American Cancer Society. This is our way of helping to support the fight of cancer.

The Mid-Summer Classic is the largest show in Region 5 behind the Regional Championship show; we have garnered loyalty from our exhibitors, vendors and show sponsors throughout the years. We continually strive to create a top notch Arabian horse event in the Pacific Northwest. Also, being part of our local community is important to our members. Our show supports local hotels, restaurants, shops and vendors.

We offer many different sponsorship packages, that include: A full page ad in the prize list, partial page ad in prize list, Arena named after you/your business, logo & link on Facebook and website, banner at show, patrons table, preferred parking, class with your name, entire session with your name, listing on website, ring announcements, and more. ****See attached detailed sheet for more information.**

As a sponsor you will be associated with a wholesome and exciting family friendly activity. You will have on-site brand awareness opportunities, promotional product display, and distribution. You may also upgrade your sponsorship for private parties/tours, special events, award, etc. This is a great opportunity to bring your valued clients, employees, and friends to the event for some world class entertainment. ****In-kind donations are gladly accepted with appropriate recognition provided.**

Please visit the show web site at www.hacw.org. If you have any questions regarding sponsorship, please contact our sponsor chair, Sarah Cole 425-327-0222 mrs_cole@yahoo.com.

We are very excited about this 56th annual show and hope to make it an even bigger success!

Thank you,
Half Arabian Club of Washington

WHAT'S IN IT FOR ME?

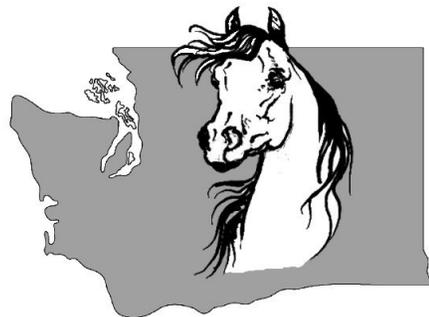
Sponsorship Demographics

Arabian Horse show competitors are the perfect target audience for businesses to showcase their high quality products and services. Our exhibitors and spectators are very active and highly influential individuals with significant purchasing power.

Typically, they have multiple family members who also participate, and these families fall in the higher demographics. Being a well-educated group of professionals it puts our equestrians in bracket with ample discretionary income. The Mid-Summer Classic provides your business a perfect opportunity to advertise to this market.

Research from the United States Equestrian Federation has summarized the power and influence of equestrian enthusiasts as follows:

- 27,000,000 people (over age 12) ride a horse at least once a year.
- 14,580,000 people (over age 12) ride a horse on a regular basis.
- 6,900,000 horses are owned by 2,200,000 people in the US.
- 88,000,000 attend sanctioned horse-related events during the year.
- 85% are women. 63% are married.
- The average age is 39 with the majority in the 34-54 range.
- 66% have a college degree or better and 56% are employed full-time.
- **80% have a net worth over \$500,000 and nearly half have an annual income greater than \$100,000.**
- 63% have traded stocks, bonds or mutual funds in the last year.
- 60% regularly purchase goods and apparel through catalogues.
- 97% hold more than one credit card account.
- **22% own two or more homes with an average market value of over \$500,000.**
- 43% take more than 16 airline trips each year on average.
- They spend 30 nights per year in a hotel and rent a vehicle four times per year.
- They typically own three vehicles; 55% were purchased in the last year.
- 94% own pets in addition to a horse or pony.





Half Arabian Club of Washington
56nd Annual Mid-Summer Classic Dual Horse Shows
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Corporate Sponsorship Form

Ruby Sponsor **\$350.00**

Includes: 5 Championship class sponsorships, two regular class sponsorships, half page B&W advertisement in the official horse show program, advertising banner placed in a high traffic area, facebook & website links to your business, reserved parking.

Sapphire Ice Sponsor **\$500.00**

Includes: 5 Championship class sponsorships, 2 regular class sponsorships, multiple banners displayed in high traffic areas, vendor space, table and chairs provided, signage above freezer with complementary ice for exhibitors relaying your business as its sponsor, one full page B&W ad in the official horse show program, facebook & website links to your business, reserved parking.

Emerald Sponsor **\$600.00**

Includes: 10 Championship class sponsorships, one full page B&W advertisement in the official horse show program, reserved parking, multiple advertising banners placed in high traffic area, facebook & website links to your business, reserved parking.

Platinum Sponsor **\$1,000.00**

Includes: 1 Complete session sponsorship, full page color ad in the official horse show program, multiple advertising banners placed in high traffic areas, awards presentation, facebook & website links to your business, reserved parking and seating.

Main Course Dinner Sponsor **\$1,500.00**

Includes: 3 Complete session sponsorships, full page color ad in the official horse show program, multiple advertising banners placed in high traffic areas, facebook & website links to your business, reserved seating and parking.

Diamond Sponsor **\$2,500.00**

Includes: Main indoor arena named after corporate sponsor, 4 complete session sponsorships, 1 night exhibitor dinner main course sponsorship, 2 reserved parking places, reserved seating, 2 full page color ads in the official horse show program, multiple advertising banners placed in high traffic areas, hacw.org website advertising, public address direct advertising from center ring and to stabling area, premium stall placing.

Company

Contact Name

Phone

Email

- Make checks payable to HACW
- Mail checks to **Bonnie Braden**
11913 Seattle Hill Road, Snohomish WA 98296
- **DEADLINE FOR SPONSORSHIPS: May 9th**
- Camera ready ad copy to be sent to **Mary Ann Milette**
Wester Publishing mmilette@aol.com
- *HACW is a not for profit corporation*