



Advertising & Sponsorship Opportunities

The Appaloosa Horse Club wants you to **"Be Spotted"** by taking advantage of some of the great marketing opportunities we have available at the 61st National Championship Appaloosa Show/ 2008 World Championship Appaloosa Youth Show.

Official National Show Blog Sponsor

Do you want to be seen by more than 7500 unique visitors?

How does being viewed more than 150,000 times during the 61st National Appaloosa Horse Show/ 2008 World Championship Appaloosa Youth Show sound?

The Appaloosa Horse Club has an amazing sponsorship opportunity for you!

Official National Show Blog Sponsorship **\$500**

Mechanical Specifications – Ads must be in jpg or gif format, maximum size 165 x 300 pixels or 300 x 90 pixels. Animated ads are OK – please include your URL for web site linking capabilities.

***This is an Exclusive Offer
and there are only a few spots available...
sold on a first come first served basis.***

Let Your Farm Flag Wave

Farm Flag advertising ensures your logo is seen by thousands of exhibitors during the 13-day show.

Flags hang in the Kirk Fordice Equine Center and the Mississippi Coliseum for maximum visibility.

Creating and hanging your custom banner: **\$300**

Hanging your existing banner: **\$100**

Contact the Marketing Department for details about ordering your custom banner.

Live Streaming Video Ads

In 2007 there were more than 33,000 viewings of the Live Streaming Video from the National Show/World Youth.

Average viewing time was 1.5 hours.

Don't miss your chance to reach this captive audience as they join log on to watch the 61st National Championship Appaloosa Show LIVE from Jackson MS!

You are guaranteed to be Spotted!

Video ad ~ 1 minute or less to run during arena drags and other "down" times: **\$1000** each ad

Live Video Feed Page banner ad **\$400**

Home page & Live Video Feed Page **\$600**
1 month rotating banner ad on ApHC Home Page

ApHC Home Page banner ad **\$200** per month

(ApHC home page receives 21,245 hits per month)

Mechanical Specifications – Banner ads must be in jpg or gif format, maximum size 165 x 120 pixels, no animated ads on home page – please include your URL for ad linking capabilities

Live Streaming Video begins on June 23, 2008 and ends on July 5, 2008

Space is Limited - Act Fast!

**Appaloosa ...
Breed of Choice**

**Phone: 208.882.5578
www.appaloosa.com**

National Network Advertising

The *Network* includes class schedules, and results, articles, announcements and more! Our marketing department will work with you to design an ad that best showcases your product or service. Ads run for the entire 13-day show. Rates for advertising are:

- Full-page ad: **\$600**
- Half-page ad: **\$375**
- Quarter-page ad: **\$200**
- Text-only ad for **\$100**

Deadline for Network submission is June 1.

Class Sponsorships

Sponsors are recognized in the National Network, with class announcements and on the top ten results page on the ApHC Web Site. 50% of sponsorships at the Youth World Show are recognized as donations to the Appaloosa Youth Association.

- One class: **\$100**
 - Additional Class(es): **\$50** each
- Total number of sponsored classes: _____

Class preferences:

1. _____
2. _____
3. _____

- No preference

***Assignments are based on availability.
Reserve early for the best selection.***

**CALL TODAY AND ASK ABOUT
ADVERTISING DISCOUNT
PACKAGES!**

Appaloosa Horse Club

2720 W. Pullman Road
Moscow Idaho 83843
Phone: 208.882.5578
Fax: 208.882.8150
www.appaloosa.com



Jackson Equestrian Center Concourse

Looking for an air conditioned location where you can set up a nice sitting area to promote your farm or stallion?
SOLD OUT

Look no further, we have just the opportunity for you!

The Jackson Equestrian Center at the Mississippi State Fairgrounds boasts valuable real-estate where you can watch the live action in the arena and showcase your farm or stallion in style!
SOLD OUT

Order your furniture, decorations & brochures, because the electricity, air conditioning and guaranteed traffic are already there waiting for you at the 61st National Championship Appaloosa Show/ 2008 World Championship Appaloosa Youth Show!

You are guaranteed to be Spotted!
SOLD OUT

\$350 for your 8' x 15' promotional location on the Kirk Fordice Equine Center Concourse.

Space is Limited - Act Fast!

Buckle Sponsorships

Each high-point and reserve high-point winner at the World Show will receive a custom-designed sterling silver Gist Silversmiths Buckle. Many of these buckles are provided through the support of sponsors.

You can sponsor a buckle for a non-pro, open or youth high-point award for **\$400** or **\$650** for two. This covers the cost of the buckle and engraving. You will receive the following benefits for your generosity:

- * Listed as a show sponsor in the July and September issues of *Appaloosa Journal*
- * Announced as a sponsor during the show
- * Listed on the sponsor wall at the show and on the ApHC Web site
- * Listed as a sponsor in the daily *National Network*

We encourage buckle sponsors to present the award in the arena for a photo with the winner, to be published in *Appaloosa Journal*.

For a list of buckles available for sponsorship, call ext. 273 or email publicrelations@appaloosa.com

The deadline for engraving on the buckle is April 15, but you may sponsor a buckle at any point up to the start of the show.