

APPALOOSA HORSE CLUB INTRODUCTION

- Appaloosas are known the world over for their unique coat patterns, athletic ability, intelligence and heart. The Appaloosa has roots dating back to cave drawings. The Nez Perce Indians of the Northwest bred these animals very carefully for their strength, speed and unique colors. Today, you will find the modern Appaloosa competing in a wide variety of disciplines as well as proving themselves as an even-tempered and reliable family mount.
- More than 650,000 Appaloosas have been registered since the Club was founded in 1938. Registrations remain stable with additional international market interest growing (over 15% of our annual registrations are from international customers). The Appaloosa Horse Club (ApHC) was founded in Moro, Oregon and relocated to Moscow, Idaho in the 1940s.
- More than 300,000 owners worldwide enjoy the Appaloosa horse providing the ApHC a very stable share in the multi-million dollar equine market.
- Appaloosas are widely credited with being the most versatile breed. They compete in breed shows on a regular basis showing in Halter, English classes, Western classes, Stock/Working classes and Over Fence classes. We have seen a dramatic increase in reining competitors over the last two years. Dressage is also a popular venue for the Appaloosa Sport Horse. In addition, Appaloosas have more than proven themselves on the racetrack, setting new speed records against their counterparts in other breeds.
- 2005 brought more than 700 approved Appaloosa horse shows. Regional shows continue to draw many entrants and spectator attendance is up. Points earned at these shows are accumulated at ApHC headquarters and year-end awards are presented every year in more than 100 classes.
- In addition to breed shows, the Appaloosa Competitive All-Breed Activities Program encourages Appaloosa owners to compete in all-breed events while earning merits that will be added to their performance records at the ApHC. Membership numbers in this program have far surpassed the projected goals and continue to climb.
- The World Championship Appaloosa Show, National Appaloosa Show and World Championship Youth Show are held on an annual basis, and are sponsored and produced by the ApHC. These shows draw the cream of the crop of the Appaloosa breed. National and World titles are highly coveted. In addition, the ApHC strives to have an excellent program for its youth. They are indeed the future of the breed. The World Championship Youth Show is held in conjunction with the National Show and includes youth classes, awards, speech and essay contests, a team tournament and many social activities.
- It is estimated that 12,000 – 15,000 exhibitors, members and visitors attend the National and World Show events each year.
- Economic studies through various sources provide estimated economic impact figures for both the Oklahoma City and Fort Worth communities.
 - Oklahoma City averages a yearly economic impact of 12 million dollars and our contract with the facility runs through 2007.
 - Fort Worth economic impact runs near 15 million dollars with our contract continuing through 2007 as well.

Longevity and stability are staples of our program.

- The Appaloosa Youth Association is an organization solely built and governed by youth interested in the Appaloosa. Founded in 1969, it is the oldest equine youth program in the United States. Activities administered by the AYA are events held at the World Championship Youth Show, year-end awards, and educational scholarships. The ApHC provides support for the youth and their many programs.
- For those who enjoy their horses and nature, the ApHC offers four weeklong trail rides, where riders from all walks of life can enjoy a week with their horse and other Appaloosa enthusiasts. The Chief Joseph ride is open only to Appaloosas and travels through Oregon, Idaho, Montana and Wyoming. Apache Land shows off the beautiful land of Arizona and New Mexico. The Land of Liberty Trail Ride is a fun-filled family ride and takes place in the state of Pennsylvania. The Sheltowee ride follows paths in Kentucky and Tennessee.
- The Trail Department sponsors distance and saddle log programs honoring participants for competitive and endurance miles completed and hours in the saddle. Pleasure trail riding has become the fastest growing activity in the industry.
- *Appaloosa Journal*, the official publication of the ApHC, is a colorful, award-winning, monthly publication dedicated to the promotion of the Appaloosa horse. This magazine has seen steady increases in advertising and circulation.
- The Appaloosa Horse Club participates in outside events such as National Reining Horse Association, National Cutting Horse Association, National Reined Cow Horse Association, National Snaffle Bit Association, United States Dressage Federation, USA Equestrian, National Barrel Horse Association, Professional Rodeo Cowboys Association, 4-H and a multitude of other open venues. Appaloosas are firmly represented, and the association has incentive and support programs in place to reward their efforts.

NATIONAL SHOW PLATINUM LEVEL SPONSORSHIP \$10,001 AND ABOVE

Joining the National Show Platinum Sponsor Category provides:

- Access to ApHC mailing list for direct marketing purposes. List to include more than 32,000 members, 136 Regional Clubs and 18 International Affiliates. Valued at approximately \$1,625.
- Six or more full-page full-color advertisements in *Appaloosa Journal*, the official publication of the Appaloosa Horse Club. Circulation is over 32,000. Surveys have shown that 65% of readers save their issues for at least one year, with the average pass-on readership being four people per issue. Valued at \$6,150.
- Full-page ad in the National Show Premium Book. Valued at \$600.
- Sponsor name and logo to appear on the Sponsor Recognition page in the July issue of the *Appaloosa Journal*, which is the official program for the National Show. Valued at \$100.
- Sponsor name and logo to appear on the Sponsor Thank-You page in the September issue of the *Appaloosa Journal*, which is the official show coverage issues of the National Show. Valued at \$100.
- Sponsor name to appear on the sponsor wall at the National Show. Valued at \$100.
- A 10' x 20' booth in the Trade Show at National Show. Valued at \$1,000.
- The opportunity to provide and hang two banners in the arena at the National Show. Valued at \$200.
- Sponsor logo on the front page of the *Network* publication, circulated daily at the National Show. Valued at \$300.
- No less than four daily announcements as an official sponsor throughout the National Show. Valued at \$500.
- Sponsor included in all event advertising including, but not limited to: radio, television, newspaper, local publications, flyers and posters circulated in the local communities of Oklahoma City. Valued at \$500.
- Sponsor included on ApHC Web site on National Show page and Sponsor page offering company description and a direct link to your own Web site. Valued at \$500.
- The opportunity to include a promotional flyer in the prepared exhibitor packets for the National Show. Valued at \$500.
- The opportunity to present awards and participate in Awards Ceremony at the National Show. Valued at \$100.
- Promotional items may be distributed at the ApHC Information Booth. Valued at \$500.
- Sponsor will receive: sponsorship award, VIP parking, preferred box seating at the National Show. Valued at \$500.

NATIONAL SHOW GOLD LEVEL SPONSORSHIP

\$5,001 TO \$10,000

Joining the National Show Gold Sponsor Category provides:

- Three or more full-page full-color advertisements in *Appaloosa Journal*, the official publication of the Appaloosa Horse Club. Circulation is over 32,000. Surveys have shown that 65% of readers save their issues for at least one year, with the average pass-on readership being four people per issue. Valued at \$3,075.
- Full-page ad in the National Show Premium Book. Valued at \$600.
- Sponsor name and logo to appear on the Sponsor Recognition page in the July issue of the *Appaloosa Journal*, which is the official program for the National Show. Valued at \$100.
- Sponsor name and logo to appear on the Sponsor Thank-You page in the September issue of the *Appaloosa Journal*, which is the official show coverage issues of the National Show. Valued at \$100.
- Sponsor name to appear on the sponsor wall at the National Show. Valued at \$100.
- A 10' x 10' booth in the Trade Show at National Show. Value at \$500.
- The opportunity to provide and hang two banners in the arena at the National Show. Valued at \$200.
- Sponsor logo on the front page of the *Network* publication, circulated daily at the National Show. Valued at \$300.
- No less than four daily announcements as an official sponsor throughout the National Show. Valued at \$500.
- Sponsor included in all event advertising including, but not limited to: radio, television, newspaper, local publications, flyers and posters circulated in the local communities of Oklahoma City. Valued at \$500.
- Sponsor included on ApHC Web site on National Show page and Sponsor page offering company description and a direct link to your own Web site. Valued at \$500.
- The opportunity to include a promotional flyer in the prepared exhibitor packets for the National Show. Valued at \$500.
- The opportunity to present awards and participate in Awards Ceremony at the National Show. Valued at \$100.
- Promotional items may be distributed at the ApHC Information Booth. Valued at \$500.
- Sponsor will receive: sponsorship award, VIP parking, preferred box seating at the National Show and complimentary subscription to *Appaloosa Journal*. Valued at \$600.

NATIONAL SHOW SILVER LEVEL SPONSORSHIP \$3,001 TO \$5,000

Joining the National Show Silver Sponsor Category provides:

- A maximum of two full-page full-color advertisements in *Appaloosa Journal*, the official publication of the Appaloosa Horse Club. Circulation is over 32,000. Surveys have shown that 65% of readers save their issues for at least one year, with the average pass-on readership being four people per issue. Valued at \$2,050.
- Full-page ad in the National Show Premium Book. Valued at \$600.
- Sponsor name and logo to appear on the Sponsor Recognition page in the July issue of the *Appaloosa Journal*, which is the official program for the National Show. Valued at \$100.
- Sponsor name and logo to appear on the Sponsor Thank-You page in the September issue of the *Appaloosa Journal*, which is the official show coverage issues of the National Show. Valued at \$100.
- A 10' x 10' booth in the Trade Show at National Show. Value at \$500.
- Sponsor name to appear on the sponsor wall at the National Show. Valued at \$100.
- The opportunity to provide and hang two banners in the arena(s) at the National Show. Valued at \$200.
- Sponsor logo on the front page of the *Network* publication, circulated daily at the National Show. Valued at \$300.
- No less than four daily announcements as an official sponsor throughout the National Show. Valued at \$500.
- Sponsor included in all event advertising including, but not limited to: radio, television, newspaper, local publications, flyers and posters circulated in the local communities of Oklahoma City. Valued at \$500.
- Sponsor included on ApHC Web site on National Show page and Sponsor page offering company description and a direct link to your own Web site. Valued at \$500.
- The opportunity to include a promotional flyer in the prepared exhibitor packets for the National Show. Valued at \$500.
- The opportunity to present awards and participate in Awards Ceremony at the National Show. Valued at \$100.
- Promotional items may be distributed at the ApHC Information Booth at the National Show. Valued at \$500.
- Sponsor will receive: sponsorship award, VIP parking and preferred box seating at the National Show. Valued at \$550.

NATIONAL SHOW BRONZE LEVEL SPONSORSHIP

\$1,001 TO \$3,000

Joining the National Show Bronze Sponsor Category provides:

- One-half page full color advertisement in *Appaloosa Journal*, the official publication of the Appaloosa Horse Club. Circulation is over 32,000. Surveys have shown that 65% of readers save their issues for at least one year, with the average pass-on readership being four people per issue. Valued at \$775.
- A half-page ad in the National Show Premium Book. Valued at \$300.
- Sponsor name and logo to appear on the Sponsor Recognition page in the July issue of the *Appaloosa Journal*, which is the official program for the National Show. Valued at \$100.
- Sponsor name and logo to appear on the Sponsor Thank-You page in the September issue of the *Appaloosa Journal*, which is the official show coverage issues of the National Show. Valued at \$100.
- Discounted rate on booth space in the Trade Show at National Show. Value to be determined.
- Sponsor name to appear on the sponsor wall at the National Show. Valued at \$100.
- The opportunity to provide and hang one banner in the National Show arena. Valued at \$100.
- Sponsor logo on the front page of the *Network* publication, circulated daily at the National Show. Valued at \$300.
- No less than four daily announcements as an official sponsor throughout the National Show. Valued at \$500.
- Sponsor included in all event advertising including, but not limited to: radio, television, newspaper, local publications, flyers and posters circulated in the local communities of Oklahoma City. Valued at \$500.
- Sponsor included on ApHC Web site on National Show page and Sponsor page offering company description and a direct link to your own Web site. Valued at \$500.
- The opportunity to include a promotional flyer in the prepared exhibitor packets for the National Show. Valued at \$500.
- The opportunity to present awards and participate in Awards Ceremony at the National Show. Valued at \$100.
- Promotional items may be distributed at the ApHC Information Booth at the National Show. Valued at \$500.
- Sponsor will receive: sponsorship award, VIP parking and preferred box seating at the National Show. Valued at \$550.

NATIONAL SHOW WINNERS CIRCLE SPONSORSHIP \$1000 AND LESS

Joining the National Show Winners Circle Sponsorship provides:

- Sponsor name to appear on the Sponsor Recognition page in the July issue of the *Appaloosa Journal*, which is the official program for the National Show. Valued at \$50.
- Sponsor name to appear on the Sponsor Thank-You page in the September issue of the *Appaloosa Journal*, which is the official show coverage issues of the National Show. Valued at \$50.
- Sponsor name to appear in the National Show Premium book. Valued at \$50.
- Sponsor name to appear on the sponsor wall at the National Show. Valued at \$100.
- No less than four daily announcements as an official sponsor throughout the National Show. Valued at \$500.
- Sponsor included in all event advertising including, but not limited to: radio, television, newspaper, local publications, flyers and posters circulated in the local communities of Oklahoma City. Valued at \$500.
- Sponsor included on ApHC Web site on National Show page and Sponsor page offering company description and a direct link to your own Web site. Valued at \$500.
- The opportunity to present awards and participate in Awards Ceremony at the National Show. Valued at \$100.