

# 2011 Hunter Jumper Association of Michigan

## Advertising and Sponsorship Package

**Purpose:** HJAM is organized for the purpose of stimulating the sport of riding and showing in the Hunter and Jumper divisions; to service, promote, and protect the interests of the Association and the exhibitors; to insure uniform and consistent standards for all Association shows; to encourage the development of exhibitors of all ages by making objective and fair rules for governing competition and to insure impartial and competent judging for all shows; and, to serve and promote the best interest of the United States Equestrian Federation and to support and enforce the rules of the USEF under which all competitions are held.

**Good for Business:** When you support the horse shows you are reaching a highly affluent equine audience with discretionary spending money. HJAM attracts local exhibitors and participants from all over Michigan and surrounding states. Your support helps the horse show attract an even greater number of people to our show and the surrounding areas.

### Sponsorship Levels

#### Banner Advertising

**\$250.00/week OR \$500.00 for 3 show series**

-3'x8' Vinyl Banner to be displayed in a high visibility area  
-Division sponsorship

-Recognition on website  
-Recognition in prize list  
-Acknowledgement by show announcer

#### Division Sponsorship

**\$175.00**

-Sponsorship sign displayed for all 3 shows  
-Recognition on website

-Recognition in prize list under named division  
-Acknowledgement by show announcer

#### Classic Sponsorship

**starting at \$1,000.00**

-Recognition on website  
-Recognition in prize list

-Acknowledgement by show announcer  
-Opportunity to present 1<sup>st</sup> place ribbon

#### Prize List Ads

#### Advertising for All 3 Shows

-Full Page \$100.00  
-1/2 page \$60.00

-1/4 page \$40.00

**Friends of HJAM** Any dollar amount

Please direct any questions to:

Terri Dandino  
419.392.7909  
[tjdandino@aol.com](mailto:tjdandino@aol.com)

Lindsay Lyden  
419.349.6519  
[llyden@truenorth.org](mailto:llyden@truenorth.org)



## Advertising/Sponsorship Form

Company OR Personal Name \_\_\_\_\_

Contact Person (if different from above) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Name as it should appear on printed materials \_\_\_\_\_

Yes! We are pleased to support HJAM at the following level:

Banner Advertising (someone from HJAM will be in contact with you for graphic artwork)

Division Sponsorship (please indicate division(s) you would like to sponsor below)

Division 1: \_\_\_\_\_

Division 2: \_\_\_\_\_

Division 3: \_\_\_\_\_

Classic Sponsorship (please indicate Classic you would like to sponsor and amount below)

Classic: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Prize List Ads (someone from HJAM will be in contact with you regarding ad format and graphic artwork)

Full Page

½ Page

¼ Page

Friend of HJAM Amount: \$ \_\_\_\_\_

**Method of Payment:** \_\_\_\_\_ Our check is enclosed made payable to **HJAM**

Please mail check to: **1102 Birchwood Dr, Temperance, MI 48182**

\_\_\_\_\_ Cash

Signature: \_\_\_\_\_

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### For Horse Show Use Only

Donation Solicited by: \_\_\_\_\_ Date: \_\_\_\_\_

Amount: \_\_\_\_\_ Date Received: \_\_\_\_\_ Acknowledged: \_\_\_\_\_

