

2011 SHOW SPONSORSHIP OPPORTUNITIES

MET Benefit Show

The MET Benefit show in April is the first show of the season in the spring and runs for two full days. The first day (April 16) equitation and hunter classes are offered. The second day (April 17), jumper classes are offered. This schedule of events draws two unique crowds to the show. The MET Benefit show is also part of the Battle of the Bluegrass Equestrian Show Series that is a competitive year-end awards point program specifically for Kentucky Riders. Participation in this series attracts many riders to the show.

This is a GREAT way for you to showcase your business/farm to a unique group of potential customers! As a valued sponsor, we can help you customize your marketing message to really "speak" to this crowd of horse enthusiasts.

There are four options open to you as a sponsor of the Masterson Equestrian Trust (MET) Benefit Horse Show.

1) Supporting Sponsor for \$ 500.00

- Listing as a Supporting sponsor in the Show flyer and MET Newsletter
- Listing as a Supporting sponsor on the MET website
- Twelve commercial posts on MET Facebook page with links to your website (over 900 fans from Lex/Louiv area)
- Announcements recognizing your company as sponsor during two days of the show
- Marketing Material made available during show
- Your business website listed as a "favorite page" on the MET FB page
- Your Banner (up to 4' x 6' in size) hung in the main arena during the show
- Booth space at show

2) Division Sponsor: \$175.00 (sponsor one or more divisions)

- Listing as a division sponsor in the Show flyer and MET Newsletter
- Listing as a division sponsor on the MET website and Facebook Page
- Six commercial posts on MET Facebook Page with links to your website. (FB has over 900 fans)
- Announcements recognizing your company or farm as a sponsor during two days of the show
- Your banner (up to 4' x 6' in size) hung in main arena
- Marketing Material made available during show.

3) Class Sponsor: \$ 50.00 per class

- Listing as a class sponsor in MET Newsletter and on MET Facebook page
- Announcement recognizing your contribution on the day of the show

4) Booth or tent at show - \$25.00 per day.

Additional background on MET and Masterson Station Park:

This show benefits the equine facilities at Masterson Station Park. The equine facilities at the park include several levels of X-country courses, 4 dressage rings, an indoor arena, outdoor show arena, outdoor hunter course and acres of open space to ride. It is a favorite place for local riders to show, school and trail ride. It is a city park so it is open to all, free of charge. Since it is far more accessible than the Kentucky Horse Park, people come from all around to ride at Masterson! So as an extra benefit, you become a good citizen among the horse folks!

The Masterson Equestrian Trust Foundation is a 501 c (3) whose purpose is to keep the equestrian facilities at Masterson Station Park open to the horse public. We work with the County/City to maintain and improve the facilities and advocate for the horse people. We have over 900+ fans on our Facebook page alone.

Thanks for taking the time to consider this sponsorship. If you are interested please contact me either by phone or email. My contact information is below.

Karen Isberg
Benefit Show Chair,
Masterson Equestrian Trust Foundation

Office: 859-873-2974
Kisberg@kppusa.com

