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February 16, 2012

To: Potential ASHA National Collegiate Championship Show Sponsors
SUBJECT: ASHA National Collegiate Championship Show
April 12 & 14, 2012
Amarillo Tri-State Exposition
Amarillo, Texas

The American Stock Horse Association will be hosting the American Stock Horse Association National Collegiate Championship Show, April 12 - 14, 2011 in Amarillo, Texas. You, as a sponsor, can directly benefit the horse industry in Texas and the United States as you help ASHA conduct this prestigious national invitational event.

The American Stock Horse Association, Inc. (ASHA) is a non-profit corporation. Its purpose is to provide education for western stock horse enthusiasts to ride and train a versatile stock horse through its unique format of clinics and competitions. One of ASHA's distinctive programs is the ASHA Collegiate component. ASHA set goals to promote education of college students in the safety, care and training of the versatile stock horse, to enhance the education of college students interested in the versatile stock horse and to use the horse as a means to teach students how to represent themselves with responsibility, character and teamwork. In cooperation with universities and colleges across the nation the collegiate program was implemented. Class instruction is provided in riding and training a versatile stock horse and encourages collegiate student participation in ASHA events. Academic institutions select stock horse teams and officially recognize the teams to represent them in ASHA Collegiate competitions. Currently active collegiate programs are established in Colorado, Missouri, Montana, Nebraska, New Mexico, Ohio, Oregon, Texas and Wyoming.

Students in the program are hardworking, self-motivated, and dedicated to learning. They become better students in the classroom and develop life skills necessary for future success. Graduates from these programs enter the workforce with a high level of confidence and a well-developed work ethic. The success of the Collegiate Program is undeniable and its impact on youth and college students continues to grow. The Collegiate Division helps ensure the future of the stock horse industry and promotes the ASHA mission "to ride better horses".

This national event is open to all collegiate riders and horses regardless of breed or registration.

We are excited to provide you with this opportunity. The ASHA National Collegiate Championship Show will receive national media coverage and we hope you will consider being a sponsor of this prestigious event.

Sincerely,

Vicki Hoggett
Executive Director
American Stock Horse Association

enclosure



ASHA NATIONAL CHAMPIONSHIP SHOW SPONSORSHIP OPPORTUNITIES

The American Stock Horse Association will host the fourth annual ASHA National Stock Horse Versatility Collegiate Champion Show, **April 12-14, 2012**, at the Tri-State Exposition in Amarillo, Texas. We invite you to join us in presenting this event. There are a variety of ways to support our young leaders in the horse industry and promote yourself, your business, your horse or your farm.

SHOW SPONSOR - \$5000

- Company name listed within the name of the event on all promotions (Ex: "ABC Company" ASHA National Collegiate Championship)
- Logo/Company name on ASHA website homepage with web link
- Exhibitor booth during ASHA National Collegiate Championships
- Listing of sponsor on ASHA website
- Listing of sponsor in ASHA newsletter
- Inserts in National Collegiate Show packets
- Banner placement during ASHA Championship Show
- 2 individual memberships at ASHA
- Receive 2 mailings by ASHA to membership through email
- Opportunity to present awards
- Items specific to sponsor

OFFICIAL PRODUCT SPONSOR - \$2500

- Logo/Company name on ASHA website with web link
- Listing of sponsor on ASHA website
- Listing of sponsor in ASHA newsletter
- Exhibitor booth during ASHA National Collegiate Championships
- Inserts in National Collegiate Championship Show packets
- Banner placement during ASHA National Collegiate Championships
- Receive 2 mailings by ASHA to membership through email
- 2 individual memberships at ASHA
- Opportunity to present awards
- Items specific to sponsor

AWARDS BANQUET SPONSOR- \$1500

- Logo/company name on ASHA website with web link
- Listing of sponsor in ASHA newsletter
- Banner placement during ASHA National Collegiate Championships
- Exhibitor booth during ASHA National Collegiate Championships
- Recognition during banquet and exhibitor parties
- Inserts in National Collegiate Championship Show packets
- Promotional item distribution
- Opportunity to present awards

WELCOME DINNER SPONSOR - \$1000

TAIL GATE PARTY - \$1000

- Logo/company name on ASHA website with web link
- Listing of sponsor in ASHA newsletter
- Banner placement during ASHA National Collegiate Championships
- Exhibitor booth during ASHA National Collegiate Championships
- Recognition at exhibitor parties
- Inserts in National Collegiate Championship Show packets
- Promotional item distribution

CHAMPION TEAM VEST SPONSOR - \$600

RES. CHAMPION TEAM VEST SPONSOR - \$500

- Listing of sponsor on ASHA website with web link
- Listing of sponsor in ASHA newsletter
- Opportunity to present awards
- Recognition at exhibitor parties
- Inserts in National Collegiate Championship Show packet
- Promotional item distribution
- Recognition at exhibitor parties
- Inserts in National Collegiate Championship Show packets

CHAMPION SPONSOR - \$250

(CHAMPION TEAM TROPHY OR CHAMPION BUCKLE)

RESERVE CHAMPION SPONSOR - \$200

(RES CH TEAM TROPHY OR RES CH BUCKLE)

- Listing as trophy/buckle sponsor on all exclusive arena signage
- Company/Ranch name engraved on back of trophy/buckle
- Opportunity to present award
- Promotional item distribution
- Items specific to sponsor

All ASHA National Collegiate Championship Show sponsors will also receive:

- Listing on the ASHA National Collegiate Championship Show Banner
- Listing in National Collegiate Championship Show Program
- Announced as sponsor during National Collegiate show

SPONSORSHIP CONTRACT

Business Name _____ Contact Name _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Email _____
 Web Address _____

Level of Sponsorship: _____

Please provide at least one of the following: business card logo (jpeg) Other Ad
Please email artwork and/or ads to: stockhorse@windstream.net and call 254-898-0906 for questions.

Please mail completed sponsorship contract and payment of \$ _____ to:

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