



www.mnhorseexpo.org

April 26-28, 2024

**Minnesota State Fairgrounds
St. Paul, MN**

SPONSOR OPPORTUNITIES

The Minnesota Horse Expo is our state's largest equine trade show and breed exhibition featuring education, shopping, horse breeds, and State Fair food. When you become a Minnesota Horse Expo sponsor, you're able to reach the attendees, as well as support the efforts of the Minnesota Horse Council (www.mnhorsecouncil.org). Profits from the Minnesota Horse Expo go to the Minnesota Horse Council. Get more visibility for your company at the Expo by choosing a sponsorship package listed below which includes a sponsor listing in the program and your organization's logo (linked to your home page) on the Minnesota Horse Expo website.

The Barnes Rodeo Company, with performances on Friday and Saturday, continues to add action to Expo. Sponsor this Horse Expo event that continues to rank among the top choices of entertainment for American families!

Innovative sponsorship ideas are continually being considered. Contact Kathy Juhl at 952-356-2029 or kathy@mnhorseexpo.org for more information.

Previous year's sponsors have priority renewing 2024 sponsorships.

EXPO SPONSORSHIPS

PLATINUM - \$2,000

- ♦ Two banners displayed in Coliseum and one in Compeer Arena (\$900 value)
- ♦ Full page color ad in program (\$600 value)
- ♦ 8 Expo admission & reserved rodeo tickets (\$256 value)
- ♦ Sponsor listing in program & website

GOLD - \$1,000

- ♦ Two banners displayed in Coliseum (\$600 value)
- ♦ Half page color ad in program (\$330 value)
- ♦ 6 Expo admission & reserved rodeo tickets (\$192 value)
- ♦ Sponsor listing in program & website

SILVER - \$500

- ♦ Banner displayed in Coliseum (\$300 value)
- ♦ Quarter page color ad in program (\$210 value)
- ♦ 4 Expo admission & reserved rodeo tickets (\$128 value)
- ♦ Sponsor listing in program & website

BRONZE - \$300

- ♦ Banner displayed in Coliseum (\$300 value)
- ♦ Sponsor listing in program & website

STABLE/TRAINER/INSTRUCTOR - \$200

- ♦ Business card ad on dedicated program page (\$125 value)
- ♦ Business location shown on adjacent Minnesota map in program
- ♦ Sponsor listing on website

SUPPORTER - \$150

- ♦ Business card color ad in program (\$125 value)
- ♦ Sponsor listing in program & website

RODEO SPONSORSHIPS

PERFORMANCE - \$1,200 - Limit 2

- ♦ Sponsor one rodeo performance: ☐ Friday ☐ Saturday
- ♦ Two banners displayed in Coliseum (\$600 value)
- ♦ Half page color ad in program (\$330 value)
- ♦ 8 Expo admission & reserved rodeo tickets (\$256 value)
- ♦ Sponsor listing in program & website
- ♦ Verbal promotion during performance

CHUTE - \$400 - Limit 6

- ♦ Banner on bucking chute (\$200 value)
- ♦ Quarter page color ad in program (\$210 value)
- ♦ 4 Expo admission & reserved rodeo tickets (\$128 value)
- ♦ Sponsor listing in program & website
- ♦ Verbal promotion during rough stock events

QUESTIONS?

Contact

Kathy Juhl

952-356-2029

kathy@mnhorseexpo.org

**To be listed in the
program, applica-
tions and payment
must be received
by March 15, 2024**

SPONSORSHIPS

**Make check payable to
MN HORSE EXPO**

Send check and this completed insertion order to:

MN Horse Expo Sponsorships

5305 Edsall Rd, Mound, MN 55364

Company

Contact Person

Address

City

State

Zip

Phone Number

Email

EXPO SPONSOR

RODEO SPONSOR

- | | |
|--|--|
| <input type="checkbox"/> Platinum (\$2,000) | <input type="checkbox"/> Performance (\$1,200) |
| <input type="checkbox"/> Gold (\$1,000) | <input type="checkbox"/> Chute (\$400) |
| <input type="checkbox"/> Silver (\$500) | |
| <input type="checkbox"/> Bronze (\$300) | |
| <input type="checkbox"/> Stable/Trainer/Instructor (\$200) | |
| <input type="checkbox"/> Supporter (\$150) | |

PAYMENT TERMS

Full payment must be received with the sponsor application. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason. Credit card payments add 3.5%.

For payment questions, please contact Kathy Juhl
952-356-2029, kathy@mnhorseexpo.org

**MAXIMUM COLISEUM BANNER SIZE - 4 h' x 10' w
MAXIMUM CHUTE BANNER SIZE - 2' h x 7' w**

Sponsors provide their own banners. They are responsible for bringing banners to the Expo Office by 5pm on Thursday and picking up after 6:00pm on Sunday. Shipped sponsor banners should be sent to MN Horse Expo, Attn: Kathy Juhl, Sponsorships, Coliseum, 1784 Judson Ave, St Paul, MN 55108. Shipments should arrive no earlier than Wednesday, April 24.