



[www.mnhorseexpo.org](http://www.mnhorseexpo.org)

April 24-26, 2026

Minnesota State Fairgrounds  
St. Paul, MN

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](http://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.

PRCA Rodeo is returning to Expo with Friday and Saturday evening performances and a Sunday afternoon matinee.

**Innovative sponsorship ideas are continually being considered.** Contact Kathy Juhl at 952-356-2029 or [kathy@mnhorseexpo.org](mailto:kathy@mnhorseexpo.org) for more information.

Previous year's sponsors have priority renewing 2025 sponsorships.

## EXPO SPONSORSHIPS

### PLATINUM - \$2,000

- Two banners displayed at Expo
- Full page color ad in program
- 10 Expo admission tickets
- Sponsor listing in program & website

### DIAMOND - \$1,500

- Two banners displayed at Expo
- Half page color ad in program
- 8 Expo admission tickets
- Sponsor listing in program & website

### GOLD - \$1,000

- One banner displayed at Expo
- Half page color ad in program
- 6 Expo admission tickets
- Sponsor listing in program & website

### CUSTOM - \$

### SILVER - \$500

- Banner displayed at Expo
- Quarter page color ad in program
- 4 Expo admission tickets
- Sponsor listing in program & website

### BRONZE - \$300

- Banner displayed at Expo
- 1/8 page color ad in program
- Sponsor listing in program & website

### COPPER - \$150

- 1/8 page color ad in program
- Sponsor listing in program & website

## 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"/> Diamond (\$1500)   | <input type="checkbox"/> Chute (\$400)         |
| <input type="checkbox"/> Gold (\$1,000)     |  |
| <input type="checkbox"/> Silver (\$500)     |  |
| <input type="checkbox"/> Bronze (\$300)     |  |
| <input type="checkbox"/> Copper (\$150)     |  |
| <input type="checkbox"/> Custom (\$_____)   |  |

### 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%.

## RODEO SPONSORSHIPS

### PERFORMANCE - \$1,200 - Limit 2

- Sponsor one rodeo performance:  Friday  Saturday  Sunday
- Two banners displayed in Coliseum
- Half page color ad in program
- 8 Expo admission & reserved rodeo tickets
- Sponsor listing in program & website
- Verbal promotion during performance

### CHUTE - \$400 - Limit 6

- Banner on bucking chute
- Quarter page color ad in program
- 4 Expo admission & reserved rodeo tickets
- Sponsor listing in program & website
- Verbal promotion during rough stock events

### MAXIMUM BANNER SIZE - 4 h' x 10' w

Sponsors provide their own banners and are responsible for bringing banners to the Expo Office by 5pm on Thursday and picking up after 6pm 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 22.

### SPONSORSHIP QUESTIONS?

Contact Kathy Juhl  
952-356-2029 • [kathy@mnhorseexpo.org](mailto:kathy@mnhorseexpo.org)

To be listed in the program, applications and payment must be received by March 15, 2026