



# Block & Bridle Horse Show

## Sponsorship Opportunities



### ELITE

#### \$500 CASH SPONSORSHIP

- Company provided banner hung in the show arena/ ring at the show
- Company provided banner hung in the warm up arena at the show
- Full page ad in the official show program
- Sponsor recognition announced five times per day during show
- Listing as a Show sponsor in Grazing News (Equine Science Newsletter); B&B Horse Show web-site and B&B Horse Show Facebook page.
- Includes 10 x 10 booth space
- Link service from the B&B Horse Show web site to your company web site
- 10 x 20 booth space in Jacobson Exhibition Center available for an additional \$150

### PREMIER

#### \$350 CASH SPONSORSHIP

- Signage in the show arena
- Half page ad in the official show program
- Sponsor recognition announced three times per day during show
- Listing as a Show sponsor in Grazing News (Equine Science Newsletter); B&B Horse Show web-site and B&B Horse Show Facebook page.
- Includes 10 x 10 booth space
- 10 x 20 booth space in Jacobson Exhibition Center available for an additional \$150

### CLASSIC

#### \$250 CASH SPONSORSHIP

- Name on multi-business signage in the show arena
- Quarter page ad in the official program catalog
- Sponsor recognition announced three times per day during the Show
- Listing as a Show sponsor in Grazing News (Equine Science Newsletter); B&B Horse Show web-site and B&B Horse Show Facebook page.
- 10 x 10 booth space in Jacobson Exhibition Center available for an additional \$200

### SELECT

#### \$100 CASH SPONSORSHIP

- Name shared on signage board at the show office area
- Business Card ad in official program catalog
- Sponsor recognition announced one time per day during Show
- Listing as a Show sponsor in Grazing News (Equine Science Newsletter); B&B Horse Show web-site and B&B Horse Show Facebook page.
- 10 x 10 booth space in Jacobson Exhibition Center available for an additional \$200



### CLASS SPONSORSHIP

#### \$25 CASH

- Name listed on sponsor page of prize lists
- Name announced before, during and after the class
- Name published in Grazing News, B&B Horse show web site, and B&B Horse Show Facebook page as class sponsor
- Buy 4 class sponsors, get one free

### IN KIND SPONSORSHIP

- You can also donate product and/or services and be considered a Select, Classic, Premier, or Elite sponsor. Product and/or services must be in the dollar amounts of the above sponsorships.
- You can upgrade your sponsorship level by offering a combination of product/ services and cash.



# Block & Bridle Horse Show

## Sponsorship/Vendor Application



**Advertising deadline for the Block & Bridle program is April 2nd, 2012!!** Ads may be emailed before the deadline to [cmoses@iastate.edu](mailto:cmoses@iastate.edu). Payment of your sponsorship and this form should be returned to the address below before the deadline of April 2nd, 2012.

Company					
Name					
Address					
City		State		Zip	
Home phone		Work phone		Cell phone	
Email					
Web Address					

**PRODUCTS AND/OR SERVICES TO BE EXHIBITED:** (It is necessary to fill out this section. This copy will be included on our web site to describe your booth. Show management reserves the right to approve all products and services.)

	Elite Sponsorship @ \$500 • Additional 10 x 10 booth @ \$150	
	Premier Sponsorship @ \$350 • Additional 10 x 10 booth @ \$150	
	Classic Sponsorship @ \$250	
	Select Sponsorship @ \$100	
	Class Sponsorship @ \$25	
	In Kind Sponsorship	
	Vendor Only 10 x 10 Booth @ \$200 10 x 20 Booth @ \$350	
	Chairs @ \$0	
	Tables @ \$8	
<b>TOTAL ENCLOSED</b>		

<p><b>*Block &amp; Bridle Reserves the right to utilize sponsorships to best meet the needs of the show</b></p> <p>Thank you for your support of the Block &amp; Bridle Horse Show. Please make your check payable to B&amp;B Horse Show and return it with this form to the address listed below before April 2nd, 2012.</p> <p style="text-align: center;">Block &amp; Bridle Horse Show c/o Cassidy Moses 120 Kildee · Ames, IA 50011 · Email: <a href="mailto:cmoses@iastate.edu">cmoses@iastate.edu</a></p>	<p style="text-align: center;"><b>AD SIZES</b></p> <ul style="list-style-type: none"> <li>• Full Page 7.5" x 10"</li> <li>• Half Page 7.5" x 4.5" (vertical) or 7.5 x 6.5" (horizontal)</li> <li>• Business Card 3.5" x 2"</li> <li>• Quarter Page 3.5" x 5"</li> </ul> <p style="text-align: center;"><b>BE SURE TO INCLUDE YOUR AD, BUSINESS CARD, LETTERHEAD, ETC.</b></p>
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## **TERMS OF CONTRACT FOR SPACE**

### **1. PAYMENTS AND TERMINATION OF CONTRACT.**

- If the terms of booth payment as set forth on this contract are not met, the rights of exhibitor to the space shall cease and terminate. Space can be reassigned--no refunds will be made. Upon cancellation of space, up to three months prior to show opening, 2/3 payment will be refunded. From three months to 46 days before opening, 1/2 will be refunded. During the last 45 days before show opening, no refunds will be made for any reason.

### **2. COMPLIANCE WITH LAWS AND REGULATIONS**

- Exhibitor agrees to obey all laws, ordinances and regulations governing the use of IOWA STATE FAIRGROUNDS JACOBSEN CENTER and to abide by the rules and regulations of the City Fire and Police Departments, and such other public officials whose duties may regulate exhibits.
- All decorative materials used in displays must meet the flame-proofing regulations of the Fire Department. No tacks, nails or screws may be driven into the walls or floors of IOWA STATE FAIRGROUNDS JACOBSEN CENTER. No tape, adhesives or pressure-sensitive stickers may be placed on IOWA STATE FAIRGROUNDS JACOBSEN CENTER walls or pillars. No signs may be taped to walls. No sticker, pressure adhesive, etc., or helium balloons may be distributed.
- The playing, performing or other use of any copyrighted music in television or radio transmission, video-tape, audio-visual material, or any other work, whether live or recorded, by exhibitor or agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the Iowa State Fairgrounds JACOBSEN CENTER and Iowa State University) against any and all claims and costs of defense, or fees paid by Iowa State University arising from any unauthorized use of any work by exhibitor or any of its agents, representatives or employees.
- Exhibitors cannot distribute food, including popcorn, and beverages in IOWA STATE FAIRGROUNDS JACOBSEN CENTER unless approval has been obtained from BLOCK & BRIDLE HORSE SHOW management.
- Failure to comply with any show regulations may result in exhibitor not being invited to participate in future shows.

### **3. BOOTH CONSTRUCTION AND EQUIPMENT**

- The BLOCK & BRIDLE HORSE SHOW will provide an exhibitor identification sign for each exhibit space and where applicable 10-foot tables. Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. No signs, apparatus, construction, etc. may extend more than 8 feet above the floor in the exhibitor booth space. The exhibit may extend forward four feet from the rear wall at the 8-foot height, but further extension must be limited to a 3-foot height.

### **4. USE OF SPACE AND AISLES**

- All aisles must be kept clear. Interviews, demonstrations and distribution of literature must be done inside the exhibitor booth space.
- Aisles will be cleaned each day by IOWA STATE FAIRGROUNDS personnel. Exhibitors must keep their own booth space clean and vacuumed.
- Exhibits must be attended during all show hours. No loud speakers will be allowed on the exhibit floor. Small sound amplification systems may be used, but the sound must be inoffensive to neighboring exhibitors.
- The exhibitor may not assign this contract nor permit any other company to share his/her exhibit space without written permission from BLOCK & BRIDLE HORSE SHOW.

### **5. REJECTION OF APPLICANTS AND EXHIBITORS**

- The BLOCK & BRIDLE HORSE SHOW management reserves the right to reject any applicant for space at any time and reserves the right to regain possession of any space by refunding to the applicant or exhibitor the amount he/she has paid for said space.

### **6. CHANGES IN BOOTH LOCATION**

- The BLOCK & BRIDLE HORSE SHOW management reserves the right to make such booth changes as it deems absolutely necessary for the good of the show.

### **7. LIABILITY INSURANCE**

- Exhibitor is held responsible to insure his/her own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause. Exhibitor is charged to maintain liability insurance with respect to both property damage and personal injury, doing business with companies of sound responsibility authorized to do business in the state of Iowa. Insurance certificate must be provided.
- Exhibitors are responsible for damage they cause to IOWA STATE FAIRGROUNDS JACOBSEN CENTER walls and floors, including labor charges to remove stains and adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount determined by IOWA STATE FAIRGROUNDS JACOBSEN CENTER.