

SPONSORSHIP AND ADVERTISING

AT THE



GRAND NATIONAL & WORLD CHAMPIONSHIP MORGAN HORSE SHOW®

October 9-16
Oklahoma City, Oklahoma

JOIN A WINNING TRADITION

*Your involvement and commitment to the Grand National & World Championship
Morgan Horse Show® are of great importance.*

This sponsorship and program advertising insert describes the many opportunities you have to support the Grand National. As we celebrate this world-class event showcasing our breed's top riders and horses, we hope you'll contribute and create your own tradition of support for the show. In giving, you can take great pride in the knowledge that you are in a unique partnership that benefits our beautiful breed.

Carolyn Sebring is our Director of Sponsor Relations. Please feel free to contact her with any questions you may have. Your Grand National can realize unlimited possibilities with your visionary support for the future of the show. We thank you for your generosity and encourage you to send in your pledge form today.

**All sponsors who pledge by August 15 are eligible to win a gift certificate
for \$500 of Silver Possibility Tickets at the 2021 show!**

MasterCard, Visa, American Express and Discover Cards are welcome.

The Grand National & World Championship Morgan Horse Show is operated under the auspices of the American Morgan Horse Educational Charitable Trust, a 501 (c)(3) organization, and your contribution is tax-deductible to the fullest extent of the law.

THE GRAND NATIONAL & WORLD CHAMPIONSHIP MORGAN HORSE SHOW®

Carolyn Sebring • PO Box 28 • Richmond, MA 01254

413-442-0838

carolynsebring@aol.com

CHOOSE YOUR LEVEL OF SUPPORT

	Justin Morgan	Sherman	General Gates	Woodbury	Bulrush	Black Hawk	Ethan Allen	Daniel Lambert
YOUR CHOICE OF: Session Sponsor OR World Champion Class OR Plaque Sponsor OR Cooler Sponsor OR Class Sponsor	\$4500	\$3000	\$2000	\$1500	\$1000	\$750	\$500	\$350

YOUR CHOICE OF:

Class Sponsor
OR
Youth Activities

						✓	✓	✓
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YOUR CHOICE OF:

Custom Leather Bag
OR
Two Box Seat Covers

	✓	✓	✓	✓	✓	✓	✓	✓
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Advertising

	Full Page Color	Full Page Color	Full Page B/W	Full Page B/W	Half Page B/W	Quarter Page B/W	Business Card B/W	Option to reserve paid adv.
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Box Seats*

	12	8	6	4	3	2	2	
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Upper Level Reserved Seating

2

Entry in drawing for \$500 Silver Possibility Tickets**

	✓	✓	✓	✓	✓	✓	✓	✓
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Platinum Parking Passes

	2	2	2	2	2	1	1	1
--	---	---	---	---	---	---	---	---

Show Programs

	2	2	2	1	1	1	1	1
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Your name listed in the show program and on the sponsor banner

	✓	✓	✓	✓	✓	✓	✓	✓
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Your name announced as a sponsor

	✓	✓	✓	✓	✓	✓	✓	✓
--	---	---	---	---	---	---	---	---

Option to reserve VIP Parking at \$500 per spot

	✓	✓	✓					
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* Sponsors may purchase additional box seats for \$100 each

** Pledge must be received by August 15

ADVERTISING

The Grand National Horse Show Program is a keepsake which exhibitors retain for many years. Advertisers are exposed to a horse-oriented audience during Grand National Week in Oklahoma City, and those people who buy programs keep their issues as reference material for years to come. Become a part of Morgan history by taking advantage of this unique advertising opportunity. Non-Commercial advertising in the Grand National Show Program is available only to Grand National Sponsors.

SPONSOR PACKAGES & ADVERTISING

Justin Morgan, Sherman, General Gates, Woodbury, Bulrush, Black Hawk and Ethan Allen Sponsors receive complimentary ad credits for use in the Show Program. Daniel Lambert Sponsors have the option of reserving paid advertising space. Sponsorships that include a complimentary ad are welcome to upgrade.

ADVERTISING DEADLINES

August 10: Show Program ads that are not camera-ready.

August 25: Show Program camera-ready ads, supplied by sponsor or agency.

Please note: There will be no exceptions to the deadlines, and we will not be able to include any ads received after the deadline dates.

SPONSOR ADVERTISING UPGRADES & COMMERCIAL ADVERTISING RATES

Sponsors who advertise may upgrade their ad space using their 2020 sponsorship advertising credit.

Sponsor Advertising Rates and Upgrades

Full-Page, Color	\$700
Full-Page, Black and White	\$400
1/2 Page, Horizontal Black and White	\$250
1/4 Page, Black and White	\$175
1/8 Page, Business Card	\$100

Commercial Rates (Non-owner and non-breeder)

Full-Page, Color	\$1100
Full-Page, Black and White	\$800
1/2 Page, Horizontal Black and White	\$650
1/4 Page, Black and White	\$575

PREMIUM COLOR PROGRAM PAGES WITH SPECIAL PLACEMENT

Inside Front Cover	\$1900
Opposite the Table of Contents	\$950

The special placement premium ads described above are available only to Sponsors who participate at the \$2000 sponsorship level and above. The prices shown above include the page cost of a four-color ad. The previous year's advertiser has an option until July 1 to renew his/her special placement premium page(s). After July 1, these ad spaces are offered on a first come, first-served basis.

MECHANICAL REQUIREMENTS

Camera ready ads are accepted and appreciated. We accept high-resolution PDF, TIF, or EPS files. If you're planning to send files, please request our electronic file specifications sheet. The program is printed by offset lithography on glossy text, and spiral bound. For spreads with gutter bleed, keep live matter 1/2" from each side of center.

Trim Size: 8 1/2" x 11"

Image Area: 7 1/2" x 10"

Bleed: Allow a minimum of 1/8" for trim.

SEND AD MATERIAL TO:

The Grand National & World Championship Morgan Horse Show®

Carolyn Sebring

PO Box 28

Richmond, MA 01254

413-442-0838

carolynsebring@aol.com

SPONSORSHIP AND ADVERTISING PLEDGE FORM

Our Grand National Sponsors are Morgan owners, exhibitors and enthusiasts who are making an important personal commitment to the largest, most exciting Morgan show in the world. We encourage and truly appreciate your participation as a valued Sponsor at this year's show.

Choose Level (check one)

- | | | |
|--|---|--|
| <input type="checkbox"/> JUSTIN MORGAN \$4500 & up | <input type="checkbox"/> WOODBURY \$1500-\$1999 | <input type="checkbox"/> ETHAN ALLEN \$500-\$749 |
| <input type="checkbox"/> SHERMAN \$3000-\$4499 | <input type="checkbox"/> BULRUSH \$1000-\$1499 | <input type="checkbox"/> DANIEL LAMBERT \$350-\$499 |
| <input type="checkbox"/> GENERAL GATES \$2000-\$2999 | <input type="checkbox"/> BLACK HAWK \$750-\$999 | <input type="checkbox"/> PARTNERS IN PROGRESS \$ _____ |

TOTAL SPONSORSHIP\$ _____

Options:

- Please select award or session for us where it's most needed.(Bulrush & above)
- Please select class where it is most needed.
- We prefer to sponsor a class in this division: _____
- We prefer to sponsor a specific class or classes, which are indicated below. We understand our choices may not be available.

Class(es) desired: # _____ NAME _____ # _____ NAME _____
1st Choice 2nd Choice

Gift Choice (Daniel Lambert & above):

- Leather Sponsorship bag OR Coupon for 2 RaDon Seat Covers

Add-Ons:

Advertising Upgrade (refer to pricing on Advertising page) FROM _____ TO _____ \$ _____
Additional Box Seats (with sponsorship) _____ @ \$100 \$ _____
VIP Parking (General Gates & Above) _____ @ \$500 \$ _____
Box Seats (non-sponsors) _____ @ \$200 \$ _____

AMOUNT PLEDGED\$ _____

Sponsor Information:

FARM NAME (as you would like it to appear in the program and advertiser's index)

YOUR NAME(S) (as you would like it to appear in the program and advertiser's index)

YOUR TRAINER(S)

Street Address or PO Box City State Zip Code

Phone (day) _____ (evening) _____ E-Mail _____

SIGNATURE _____ DATE _____

I agree to the above pledge commitment, PAYABLE BY OCTOBER 9, 2021.

- Check Enclosed (make check payable to GNWCMHS) Credit Card (Visa, MasterCard, American Express, Discover)

Credit Card # _____ Billing Zip _____ Exp. Date _____ Security Code _____
(from back of card)

PLEDGE DEADLINE TO BE INCLUDED IN SHOW PROGRAM - AUGUST 25, 2021

SEND THIS FORM TO:

The Grand National & World Championship Morgan Horse Show®
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