



# 48<sup>th</sup> AUSTRALIAN APPALOOSA NATIONAL SHOW

10 – 13 March 2020 | K-Ranch Arena, Mount Hunter NSW

Judge: Nancie Wright USA | Hosted by Australian Appaloosa Association Ltd

## BECOME A NATIONAL SHOW SPONSOR

The 48<sup>th</sup> Australian Appaloosa National Show has a new home in SYDNEY NSW! Yes, that's right, for the first time in over 40 years, the show will be held in NSW's capital city at the international K-Ranch Arena grounds, Mount Hunter.

The 10<sup>th</sup> to the 13<sup>th</sup> of March 2020, will see Australia's Appaloosas showcase their versatility and talent across of full discipline program of events including:

Dressage	Hunter Under Saddle	Western Pleasure
Led Hack	Hunter Hack	Trail
Hack	Halter	Ranch Riding
Show Hunter	Showmanship	Reining
Hunter in Hand	Horsemanship	+ more!

Our show employs three judges, EA approved Dressage Judge, an experienced Hack Judge and a western industry accredited international judge from the US of A to complete the show program.

Each year our show welcomes approx. 80 Appaloosas from all states, with Youth riders, Amateur and professionals alike. Competitors can show across the main program and a variety of showcases and classics featured throughout the show. Our show welcomes new horses and competitors in our industry, with a friendly show atmosphere and a knowledgeable volunteer show team from our Board of Directors.

The AAA Ltd, pride ourselves on giving back to our National Show competitors, it is the only National all-inclusive event we hold annually and we endeavour to give every competitor, not only a fun and social showing experience, but to take away something special, from ribbons to product across all events and as many placings as we can provide. Encouragement and sportsmanship awards are also presented to Amateur and Youth Riders.

### **We would like to offer you the opportunity to join us in 2020 as an event sponsor.**

Our show has an abundance of opportunities, including sponsorship packages that won't break the bank! We have a variety of sponsorship options for people and businesses to help support the running of our event and give back to our competitors, while promoting your business and products.

All sponsors will receive promotions and advertising on our Facebook (over 3000 followers), Instagram (300 followers) and our new website (Approx. 1.3K visitors per month), PA announcements at our event, E-Marketing placement and included in our Official Show Program from a logo placement to a ¼ page advert based on sponsor package selected. Event banners, signage and promotional collateral in competitors' bags is also available.

Trade stall opportunities are available by application. For a fee per day, you can set up your business onsite and meet our competitors. Please contact our sponsorship coordinator directly for more information on 0484003061.

Please see over for sponsorships packages.

\*\*Sponsorship Packages to be completed and paid in full by 19<sup>th</sup> February 2020. All product donations to be received by 1<sup>st</sup> March 2020 unless otherwise organised with show sponsorship contact.

### **Just a little bit on who we are...The Australian Appaloosa Association Ltd**

The Australian Appaloosa Association Ltd was established in 1971 and are the founders and holders of the official studbook registry of the Appaloosa horse in Australia. Still going strong, we have members and registered horses showcasing their versatility and love for the Appaloosa breed in all parts of our wonderful country!

More information at <https://appaloosa.org.au>

### **Show Sponsorship Contact:**

Tamara Pearson, AAA Ltd Marketing | Phone: 0484 003 061 | Email: [media@appaloosa.org.au](mailto:media@appaloosa.org.au)

**Australian Appaloosa National Show**

**Hosted by the Australian Appaloosa Assoc. Ltd**

<https://appaloosa.org.au> | f: @australianappaloosaassociation | i: @aaaltd



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## SELECT YOUR SPONSORSHIP PACKAGE

All sponsorship includes class naming rights, banners/Collateral at the event, Social media, website and show program acknowledgement – See each option for extra inclusions

<p><b>MAJOR SPONSOR PACKAGE - \$3500 - 1 Available</b>          Become THE sponsor of the 2020 Australian Appaloosa National Show, with full show naming rights</p> <p><i>Sponsorship includes: The event named after your stud or business   Website &amp; Show Program Ad placement   4x Social Media Posts between Jan and April 2020   1 x Exclusive e-marketing opportunity our membership database Banners/Collateral at the Event   Logo in event Marketing   2 x Public Announcements at the event. per day</i></p>	<p><b>YOUTH SPONSOR PACKAGE - \$1000 - 1 Available</b>          Become THE sponsor of the YOUTH at the 2020 National Show.</p> <p><i>Sponsorship includes: Youth event naming rights, Website &amp; Show Program Ad placement   3 x Social Media Posts between Jan and April 2020   1 x e-marketing advertisement and general inclusions above. ** Does not include the 2 x Youth Showcase classes.</i></p>
<p><b>SHOWCASE SPONSOR - \$250 each – 6 avail.</b>          Sponsor one of the features SHOWCASE events - includes the buckle, garland and ribbons</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 2yo Hunter Under Saddle <b>SOLD</b></li> <li><input type="checkbox"/> 3yo Hunter Under Saddle</li> <li><input type="checkbox"/> 4 Yrs &amp; Over Hunter Under Saddle</li> <li><input type="checkbox"/> Youth Hunter Under Saddle <b>SOLD</b></li> <li><input type="checkbox"/> Amateur Hunter Under Saddle <b>SOLD</b></li> <li><input type="checkbox"/> Weanling Halter</li> <li><input type="checkbox"/> Yearling Halter</li> <li><input type="checkbox"/> 2yrs &amp; Over Halter <b>SOLD</b></li> <li><input type="checkbox"/> 2yo Western Pleasure <b>SOLD</b></li> <li><input type="checkbox"/> 3yo Western Pleasure</li> <li><input type="checkbox"/> 4 Yrs &amp; Over Western Pleasure</li> <li><input type="checkbox"/> Youth Western Pleasure <b>SOLD</b></li> <li><input type="checkbox"/> Amateur Western Pleasure <b>SOLD</b></li> </ul> <p><i>Your Sponsorship includes:          Class naming rights   Business card advert placement – AAA Ltd website and show program   2 x social media posts</i></p>	<p><b>CLASSIC SPONSOR - \$350 each – 1 Available</b>          Sponsor one of our 3 prestigious CLASSIC events - includes the buckle, garland and ribbons.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Open Hunter Under Saddle <b>SOLD</b></li> <li><input type="checkbox"/> Open Halter</li> <li><input type="checkbox"/> Champagne Western Pleasure <b>SOLD</b></li> </ul> <p><i>Your Sponsorship includes:          Class naming rights   Business card advert placement – website and show program   2 x social media posts</i></p>
<p><b>LED HACK PACKAGE - \$250 – 1 Available</b>          Sponsor the 5 Led Hack classes including the newly introduced Show Hunter AND the Grand Champion Led Hack</p> <p><i>Your Sponsorship includes:          Class naming rights   Business card advert placement on website and show program   2 x social media posts</i></p>	<p><b>HALTER SPONSOR - \$100 each – 2 available</b>          Sponsor either of our major halter awards.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Supreme National Halter Horse</li> <li><input type="checkbox"/> Supreme Amateur Halter Horse</li> </ul> <p><i>Your Sponsorship includes:          Logo on website &amp; show program   1 x social media post</i></p> <p><b>RIDDEN HACK PACKAGE - \$250 – 1 Available</b>          Sponsor the 5 Ridden Hack classes including the new Show Hunter AND the Grand Champion Ridden Hack</p> <p><i>Your Sponsorship includes:          Class naming rights   Business card advert placement on website and show program   2 x social media posts</i></p>



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## RANCH HORSE PACKAGE - \$500 – 1 Available

Includes:

- ~ Ranch Confirmation class
- ~ The 3 x Ranch Trails
- ~ The 4 x Ranch Riding classes
- ~ Hi Point Ranch Horse

Your Sponsorship includes:

Class naming rights | Quarter Page advert placement on website and show program | 2 x social media posts

## SPORTING PACKAGE - \$200 – 3 Available

Sponsor one of the three sporting divisions -

Open, Youth or Amateur (select one). Each includes:

- ~ 1 x Barrell Race
- ~ 1x Keyhole
- ~ 1x Bending
- ~ One Hi Point

Your Sponsorship includes:

Class naming rights | Quarter Page advert placement – website and show program | 2 x social media posts

## CLASS SPONSORS - \$50 each or 3 for \$100

Sponsor any event numbered 1 to 136 in our program.

Your Sponsorship includes:

Class naming rights | Text Acknowledgement on website and show program | 1 x social media posts.

## PRODUCT DONATIONS – Value of your choice.

Product and voucher donations are welcome to any value of your choice.

Product donations are given out to competitors across the show ensuring maximum exposure of your products across all competitors.

Your Sponsorship inclusions are equivalent to the values of the packages above. Will be confirmed at time of sponsorship confirmation.

## HI POINT SPONSOR - \$100 each – 19 available

Sponsor one of our end of show National Hi Point Awards:

Open Awards:

- ~ Yearling Versatility    ~ 2y + Over Led Versatility    ~ 2yo Performance Horse    ~ 3yo Performance Horse
- ~ Junior Performance Horse    ~ Senior Performance Horse    ~ English Horse    ~ Ranch Horse
- ~ Sporting Horse    ~ Overall Performance Horse

Amateur Awards:

- ~ Amateur Junior Horse    ~ Amateur Senior Horse    ~ Amateur Novice    ~ Amateur Masters    ~ Amateur Sporting

Youth Awards:

- ~ Youth Walk/Jog 13 Yrs. & Under    ~ Junior Youth 13yrs & U    ~ Senior Youth 14 – 18 years    ~ Youth Sporting

Your Sponsorship includes:

Logo placement on website and show program | 1 x social media posts

## TRADE STALLS:

Trade stall opportunities are available by application for show sponsors only.

Indoor and outdoor options, with view of the show arena and the option to present prizes and awards or hold demonstrations.

Stalls are at a cost per day, which can be discussed based on sponsorship, size and location.

If you are interested in holding a stall. please contact Tamara directly for more information on 0484 003 061



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**SPONSORSHIP AGREEMENT**

(Please complete & return with payment by 19 February 2020 – Product to be received by 1 March 2020)

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ ABN: \_\_\_\_\_

I would like to join the 2020 Australian Appaloosa National Show as an event sponsor. I would like to take the following Package: \_\_\_\_\_ Amount: \_\_\_\_\_

Class Preference: \_\_\_\_\_

Product Donations: (Please describe donation and value) :  
\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENTS: All Payment must be made in full by 19<sup>th</sup> February 2020.**

*No entries will be accepted without total payment. A transaction receipt for direct deposits must be attached.*

**DIRECT DEPOSIT: BSB: 802-318 Account #:40009342 Account Name: National Show**

Transaction Number: \_\_\_\_\_ Date Pd: \_\_\_\_\_

*A copy of the transaction receipt MUST be attached.*

**CREDIT CARD:** – MasterCard & Visa Accepted ONLY - A Surcharge Of 2% Will Apply to All Credit Card Transactions.

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

*Payments that are dishonoured by the bank will attract a \$10 fee plus bank dishonour fee. Payments will not be held once received by the AAA Ltd. Please ensure you have enough funds*

**SEND TO:**

**BY POST:** Appaloosa National Show, PO Box 8251 East Orange NSW 2800 (Please allow at least 10 days to arrive.)

**BY EMAIL:** [media@appaloosa.org.au](mailto:media@appaloosa.org.au)

**CONTACT:** Tamara Pearson on 0484 003 061 or Debbie 02 63658 130