



## **CELEBRATE 50 YEARS WITH US!**

**Become a sponsor of the 50<sup>th</sup> ANNIVERSARY AUSTRALIAN APPALOOSA NATIONAL SHOW!**

That is right! 50 years of Appaloosa National Shows in Australia is certainly something to celebrate! And the Australian Appaloosa Association are doing just that! Our breed has over 50 years of foundations in Australia, with amazing members and applaudable versatility, and with that we are proud to be running our 50th event!

To be held **9 – 13 MARCH 2022 at K-Ranch Arena** in Sydney NSW, the 50th National Show will boast our biggest and most versatile show program in decades. With a full program of Halter, English, Ranch, Sporting and Western events as well as an awards night dinner and social activities - we have a big week in store.

As we are celebrating, we are excited for the return of the **HERITAGE COSTUME CLASS** and **WESTERN DRESSAGE** to our National Programs. Events not to be missed! We also have some new additions...A full **RANCH SHOW DAY** of events at the start of our show, a larger **WALK/TROT** program, and the addition of **BEGINNER** to our National Show program. We have always said our shows are for everyone, and we want to encourage as many Appaloosa members and their registered horses to attend and enjoy showing as we do.

We are working hard towards offering our loyal competitors guaranteed cash prizemoney on events to celebrate 50 years, especially our **FEATURES**. We are hoping that the industry can get behind us and help make this a reality through support and sponsorship.

Our National show team pride themselves on giving back to our competitors and actively work to ensure we can place product and prize donations to as many placings as possible across our event, not just the winner. We do this to not only congratulations to competitors for their placings, but as a thank you for their support and attendance to our show whilst promoting our sponsors products and businesses.

*In our excitement of announcing the dates and before we roll out our entry packs, I would personally like to invite you to join our celebrations as an event sponsor.*

We have created a select package of **SPONSORSHIP OPPORTUNITIES**, that both give back to our competitors and give the generous sponsors the recognition and promotion they deserve. We want to promote all businesses, right from the first entry pack with your sponsorship in class names. Sponsorship is on a first in best dressed basis. With confirmation and payment required by 1<sup>st</sup> February 2022

Each package offers promotional and advertising aspects, which are backed by our consistent and engaging digital advertising platforms. With over 3.5k followers across our Facebook and Instagram pages and 1.8k visitors to our website per month, your business **WILL BE SEEN!** There are also endless at event opportunities such as event signage, collateral in competitors pages, class presentation and more.

**TRADE STALL** opportunities are also available! We would love to have industry focused businesses and their products at our event. K-Ranch arena offer indoor and outdoor spaces for your stall. Be arena side or amongst the competitors, close to campsites. Please talk to me, let me know your location preference and what is available. *\*Day fees and camping will apply.*

Thank you for your time and consideration.

Yours

Tamara Pearson

National Show Sponsorship and Entry Coordinator.

[media@Appaloosa.org.au](mailto:media@Appaloosa.org.au) | 0484 003 061

**Australian Appaloosa National Show**

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

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

<b>50th SPONSORSHIP PACKAGES</b>			
SPONSORSHIP PACKAGE	ACKNOWLEDGEMENTS	QTY	CASH PRICE
<b>GOLD CLASS SPONSOR</b> <i>Become THE sponsor of the 2020 Australian Appaloosa National Show, with full show naming rights</i>	<ul style="list-style-type: none"> <li>• Full naming rights to the event.</li> <li>• Logo on all event media.</li> <li>• Full page program advertisement.</li> <li>• Editorial space in AAA Ltd E-News.</li> <li>• Daily PA Announcements at the show.</li> <li>• Event signage &amp; collateral in Competitors bags.</li> <li>• Advertisement on AAA Ltd Website and social media.</li> <li>• Attend Official Show Opening proceedings.</li> </ul>	<b>SOLD!</b>	<b>Thank you, Roderick Insurance Brokers,</b>
<b>YOUTH SPONSOR</b> <i>Sponsor the YOUTH program at the 50th National Show. Does not include Youth Features or Youth Halter.</i>	<ul style="list-style-type: none"> <li>• Class naming rights.</li> <li>• Logo acknowledgement in event program.</li> <li>• 2 x PA Announcements at the show.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media.</li> <li>• Present class at show.</li> </ul>	~	<b>AAYA sourcing sponsorship for these events</b>
<b>RANCH SPONSOR</b> <i>We have added a full ranch day into our program, and it could be yours! 20 classes, grand champion &amp; a hi point! ** Does not include beginner classes</i>	<ul style="list-style-type: none"> <li>• Class naming rights.</li> <li>• 1/2-page advertisement in event program.</li> <li>• 2 x PA Announcements at the show.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo Advertisement on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>SOLD</b>	<b>THANK YOU RETLAND PARK APPALOOSAS</b>
<b>FEATURE SPONSOR</b> <b>HALTER ~ HUS ~ WESTERN PLEASURE</b> <i>The AAA Ltd will give \$1000 cash towards each event on top of your sponsorship to guarantee \$2000 cash prizemoney per event</i>	<ul style="list-style-type: none"> <li>• Class naming rights.</li> <li>• 1/2-page advertisement in event program.</li> <li>• 2 x PA Announcements at the show.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo Advertisement on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>HUNTER left</b>	<b>\$1,500</b>  <b>Pleasure SOLD to AMPLEUR STUD Halter SOLD to WEBB GENERAL FREIGHT</b>
<b>BEGINNER SPONSOR</b> <i>Introducing for the first time BEGINNER into the National show! Program of events and hi point award!</i>	<ul style="list-style-type: none"> <li>• Class naming rights.</li> <li>• 1/4-page advertisement in event program.</li> <li>• 2 x PA Announcements at the show.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo Advertisement on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>SOLD</b>	<b>THANK YOU MIDDLE L APPALOOSA STUD</b>
<b>WALK/TROT SPONSOR</b> <i>Sponsor the OPEN walk/trot events in our program and hi point award.</i>	<ul style="list-style-type: none"> <li>• Class naming rights.</li> <li>• 1/4-page advertisement in event program.</li> <li>• 2 x PA Announcements at the show.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo Advertisement on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>SOLD</b>	<b>THANK YOU, PATRICIA THOMPSON &amp; FAMILY,</b>

**Show Sponsorship Coordinator: Tamara 0484 003 061 or [media@appaloosa.org.au](mailto:media@appaloosa.org.au)**

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<p><b>AMATEUR HALTER SPONSOR</b> Sponsor the 6 amateur halter events including the <b>GRAND CHAMPIONS &amp; SUPREME</b></p>	<ul style="list-style-type: none"> <li>• 1/4-page advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present supreme at show.</li> </ul>	<b>SOLD</b>	<p><b>Thank you, J.T Johnson &amp; Sons</b> <i>(Johnson Natural Formula Feed)</i></p>
<p><b>AMATEUR FEATURE SPONSOR</b> <b>HUNTER or WESTERN PLEASURE</b> The AMATEUR ASSOCIATION will match your sponsorship and also give \$500 to this event to guarantee \$500 cash prizemoney on the event</p>	<ul style="list-style-type: none"> <li>• Small advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present feature class at show.</li> </ul>	<b>BOTH SOLD!</b>	<p><b>Pleasure SOLD TO Johnson Natural Formula Feed &amp; Hunter SOLD TO PIG PUDDLE LANE FRENCH BULLDOGS</b></p>
<p><b>YOUTH FEATURE SPONSOR</b> <b>HUNTER or WESTERN PLEASURE</b> \$250 cash Prize money + trophy and ribbon</p>	<ul style="list-style-type: none"> <li>• Small advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present feature class at show.</li> </ul>	<b>SOLD</b>	<p><b>Both SOLD TO LWM APPALOOSA STUD</b></p>
<p><b>MOST COLOURFUL SPONSOR</b> Sponsor our shows <b>LARGEST EVENT!</b> Your sponsorship guarantees \$250 cash Prizemoney on the class</p>	<ul style="list-style-type: none"> <li>• Small advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and Social Media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>SOLD</b>	<p><b>THANK YOU, WEBB TRANSPORT,</b></p>
<p><b>INDIAN HERITAGE COSTUME CLASS SPONSOR</b> Its Back - The Heritage Costume Class - \$250 cash Prize money + trophy and ribbon</p>	<ul style="list-style-type: none"> <li>• Small advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>SOLD</b>	<p><b>THANK YOU JUSTLOPIN</b></p>
<p><b>HACK SPONSOR</b> Sponsor part of our Hack and Show hunter program. Either <b>Led Hack, Ridden Hack or Show Hunter.</b></p>	<ul style="list-style-type: none"> <li>• Small advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present grand champion at show.</li> </ul>	<b>3</b>	<b>\$500 each</b>
<p><b>SPORTING SPONSOR</b> Sponsor the Sporting events at our National Show. Includes 9 classes and a Sporting Horse hi point!</p>	<ul style="list-style-type: none"> <li>• Small advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>1</b>	<b>\$500</b>

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**50<sup>TH</sup> ANNIVERSARY**  
**AUSTRALIAN APPALOOSA**  
**AAA NATIONAL SHOW**  
 9 - 13 MARCH 2022

<b>PERFORMANCE HALTER SPONSOR</b> ~ Sponsor the 3 performance halter events including the GRAND CHAMPION	<ul style="list-style-type: none"> <li>• Logo acknowledgement in event program.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and Social Media.</li> <li>• Present grand champion at show.</li> </ul>	<b>1</b>	<b>\$300</b>
<b>APR HALTER SPONSOR</b> Sponsor the 3 APR halter events including the GRAND CHAMPION	<ul style="list-style-type: none"> <li>• Logo acknowledgement in event program.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media.</li> <li>• Present grand champion at show.</li> </ul>	<b>1</b>	<b>\$300</b>
<b>YOUTH HALTER SPONSOR</b> Sponsor the 3 performance halter events including the GRAND CHAMPION	<ul style="list-style-type: none"> <li>• Logo acknowledgement in event program.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media.</li> <li>• Present grand champion at show.</li> </ul>	<b>1</b>	<b>\$300</b>
<b>HALTER SPONSOR</b> Sponsor either <b>COLT/STALLION, GELDING or FILLY/MARE</b> age halter events including the 4 age events and 2 GRAND CHAMPIONS in each sex.	<ul style="list-style-type: none"> <li>• Logo acknowledgement in event program.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media.</li> <li>• Present grand champion at show.</li> </ul>	<b>3</b>	<b>\$300</b>
<b>SUPREME HALTER HORSE</b> Sponsor the Supreme Halter horse award at the national show	<ul style="list-style-type: none"> <li>• Logo acknowledgement in event program.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media.</li> <li>• Present grand champion at show.</li> </ul>	<b>SOLD</b>	<b>THANK YOU, WENDY KRUSE-HARE,</b>
<b>HI POINT SPONSOR</b> Become an end of show HI POINT sponsor at our show.	<ul style="list-style-type: none"> <li>• Logo acknowledgement in event program.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media.</li> </ul>	<b>20</b>	<b>\$200</b>
<b>50th TRIPLE EVENT PACKAGE</b> Any 3 events in the program of your choice *subject to availability	<ul style="list-style-type: none"> <li>• Small advertisement in event program.</li> <li>• PA Announcement during event.</li> <li>• Event signage.</li> <li>• Collateral in Competitors bags.</li> <li>• Logo on AAA Ltd Website and social media &amp; in some event marketing.</li> <li>• Present classes or hi point at show.</li> </ul>	<b>multiple</b>	<b>\$500</b>
<b>SINGLE EVENT SPONSOR</b> Any 1 single event in the program of your choice *subject to availability	<ul style="list-style-type: none"> <li>• Logo acknowledgement in event program.</li> <li>• Event signage &amp; collateral in Competitors bags.</li> <li>• Text Acknowledgement on AAA Ltd Website and social media.</li> </ul>	<b>multiple</b>	<b>\$150</b>
<b>BUILD YOUR OWN!</b> One class of your choice - Add any money value you like, and we will set a prize money value! The more \$\$ the more prize money on that event	Sponsorship acknowledgement as per package above.  Examples for cash breakdown \$200 = \$50 prizemoney   \$300 = 100 prizemoney \$350 = 150 prizemoney   \$500 = \$350 prizemoney	<b>multiple</b>	\$ _____ * Minimum amount must = \$200
<b>PRODUCT DONATION</b> Donate products to our event for use on classes across our program. You may donate to a value of your choice and select classes of your choice, or our team will pick the right fit for your products *class choice is subject to availability	Sponsorship acknowledgement equivalent to the cash amount packages above, based on donation value.	<b>multiple</b>	^Description _____ _____ _____ _____

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**SPONSORSHIP AGREEMENT – DUE 1<sup>st</sup> FEBRUARY 2022**

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

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

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

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

I would like to join the 2022 National Appaloosa Championships as an event sponsor. I would like to take the following

Package: \_\_\_\_\_ Amount: \_\_\_\_\_

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

Product Donations: (Please describe donation and value): *(Products to be received by 1 FEB 2022 unless organised for show office delivery.)*

\_\_\_\_\_  
\_\_\_\_\_

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

**PAYMENTS: All AGREEMENTS AND PAYMENTS TO BE MADE BY 1<sup>ST</sup> FEBRUARY 2022 to ensure program inclusion.**

*Please note > Sponsorships are on a first in basis. Sponsorships will be held in good faith. All packages will be invoiced, and payments are due by date on the invoice. Failure to make payment will open the sponsorship back up to the next person.*

**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 sufficient funds*

**SEND TO:** Appaloosa National Show, PO Box 8251 East Orange NSW 2800 (Please allow at least 14 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

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