**2013 Eastern Canadian Pony Breeders Show**

Pony Breeders of Canada is proud to revive the Eastern Canadian Pony Breeders Show in 2013. The original show, operated by the Pony Breeders Show of York Region, was started in 1966 and ran until 1992. The organizers and patrons read like a “Who’s Who” of the Ontario equestrian community.

Breeding divisions included classes for all Sections of Welsh Ponies, New Forest Ponies, Connemara, Fell, Pony of the Americas and Pony Hunters. The Performance divisions ranged from Driving classes, Pleasure division, Junior Hunter division, to specials for Pony Club, as well Short Stirrup and Beginners were offered at the 25th Anniversary Show in 1991. The show ran for one more final year before folding, due to lack of volunteers to help undertake this historic show.

The next couple of years saw a one day show at Erin Fairgrounds called the Pony Mosaic. This show was an event with mainly halter classes and limited under saddle classes.

Many great names in the Canadian equine industry competed at the original Canadian Pony Breeders Show - our hope is to continue contributing to the list of great ponies and riders of future years.

2013 marks the start of a new era with the inaugural Eastern Canadian Pony Breeders Show presenting more breeds and disciplines than its predecessor. Open pony shows are the strongest growing sector in the Ontario equine season. For the past 3 years, the Pony Breeders of Ontario Show, held at Beaverwood Farm, Hillsburgh ON, has had over 40 ponies of all breeds shown by competitors of all ages in a variety of disciplines – this is the largest open pony show in the province that is not run in conjunction with a breed show. The Northumberland Pony Show, Adanac Horse Farm, Cobourg ON has had strong support by pony enthusiasts east of Toronto. Building on these successes – the time is right to revive the Pony Breeders Show.

Enclosed are several levels of corporate and private partnership available at the Eastern Canadian Pony Breeders Show. In our first year of major competition, we are offering very attractively priced packages that create additional exposure for our key sponsors with added-value exposure at PBO pony events throughout the year.

In order to avoid the problems associated with the tracking, return, engraving and care of Perpetual Trophies, we will have electronic Perpetual Trophies. With the list of recipients available on the website and the winners taking home a keeper trophy.

If you have a special award you would like to present as part of your sponsorship, please contact us regarding this award.

We look forward to working with you.

***Diana Macdonald, Chair,***

***Eastern Canadian Pony Breeders Show***

**PLATINUM SPONSOR**

Status for the Eastern Canadian Pony Breeders Show includes:

* Most prominent name and logo recognition on event print advertising
* Category exclusivity for the event
* A ring named after the sponsor
* Vertical entrance sign(s)
* Placement of up to 4 in-ring signs (4’ X 8’) provided by the sponsor for each ring
* Full page colour ad in prize list and show programme
* Onsite display area (outdoor locations as well as inclusion in Vendor Hall/Tent)
* Recognition in all press releases (pre- and post- event) and promotion
* Recognition on website with photo postings and links to sponsor’s website
* Public service announcements with script supplied by sponsor, throughout the 3 days of competition
* 6 VIP passes for Patron Lounge and Exhibitor BBQ

ADDED BENEFITS:

* Signage used at other Pony Breeders of Canada/Ontario equestrian events during the 2013 season (see attached schedule)
* Vendor space may be exchanged for onsite display area or used in combination (e.g. 2 display areas and 1 vendor location)
* Presentation and photo opportunity with winners which will be used in all post-event media relations (e.g. press releases, web postings, future advertising, etc.)
* Sponsor name prominent on class winner prize
* Most prominent name and logo location for show programme used for feature competitions held each day

**Fee: $10,000**

**GOLD SPONSOR**

Status for the Eastern Canadian Pony Breeders Show includes:

* Name and logo recognition on event print advertising
* Category exclusivity for the event
* Vertical entrance signs
* Placement of up to 2 in-ring signs (4’ X 8’) provided by the sponsor for each ring
* Signature signage in all feature classes
* Full page colour ad in prize list and show programme
* Onsite display area (1 location)
* Recognition in all press releases (pre- and post- event) and promotion
* Recognition on website with photo postings
* Public service announcements with script supplied by sponsor, throughout the 3 days of competition
* Ability to put flyers and samples in Exhibitor and Sponsor packages
* 4 VIP passes for Patron Lounge and Exhibitor Party

ADDED BENEFITS:

* Signage used at other Pony Breeders of Canada/Ontario equestrian events during the 2013 season (see attached schedule)
* Vendor space may be exchanged for onsite display area
* Sponsor name prominent on class winner prize
* Presentation and photo opportunities with winners
* Prominent name and logo location for show programme used for feature competitions held each day

**Fee: $5,000**

**SILVER SPONSOR**

Status for the Eastern Canadian Pony Breeders Show includes:

* Name and logo recognition on event print advertising
* Vertical entrance sign
* Placement of 1 in-ring sign (4’ X 6’) to be provided by sponsor for each of 3 rings
* Onsite display area (1 location)
* ½ page colour ad in show prize list and show programme
* Recognition on website
* Public Service Announcements, with script supplied by sponsor, throughout the 3 days of competition
* Ability to put flyers and samples in Exhibitor and Sponsor packages
* 2 VIP passes for Patron Lounge and Exhibitor BBQ

ADDED BENEFITS:

* Signage used at other Pony Breeders of Canada/Ontario equestrian events during the 2013 season (see attached schedule)
* Onsite vendor display area (1 location)
* Sponsor name prominent on class winner prize
* Presentation and photo opportunities with winners which will be used with all post-event media (e.g. press releases, web postings, future advertising, etc.)
* Colour advertisement for prize list and show programme upgraded to full page for difference in ad space

**Fee: $2,500**

**DIVISION/BREED SPONSORSHIP**

* Title to one of the feature divisions held during the Eastern Canadian Pony Breeders Show
* In-ring signage (1) in the division competition ring
* Name recognition as the Division/Breed sponsor with 1/2 page black and white ad adjacent to division listing in prize list and show programme
* Public Service Announcements, with script supplied by sponsor, during all class and division announcements
* Ability to put flyers and samples in Exhibitor and Sponsor packages
* 1 VIP pass for Patron Lounge and Exhibitor BBQ
* Presentation and photo opportunity with the winners

**Fee: $1,000**

**CHAMPIONSHIP AWARD SPONSORSHIP**

* Title to one of the Championships being awarded during the Eastern Canadian Pony Breeders Show
* In-ring signage (1) in the division competition ring
* Name recognition as Champion award sponsor with 1/4 page black and white ad adjacent to division listing in prize list and show programme
* Public Service Announcements, with script supplied by sponsor, during championship class announcements
* Ability to put flyers in Exhibitor and Sponsor packages
* 1 VIP pass for Patron Lounge and Exhibitor BBQ
* Presentation and photo opportunity with the winner

**Fee: $500**

**INDIVIDUAL CLASS SPONSORSHIPS**

* Sponsor listed along with Class name in prize list and show programme
* Business card sized, black and white ad adjacent to class listing in prize list
* Presentation and photo opportunity with the winners
* Public Service Announcement with sponsor name included with all class name announcements

**Fee: $250**

**GENERAL SPONSORSHIP:**

* Sponsor name in prize list and show programme
* Sponsor name announced with other general sponsors once per each day

**Fee: $100**

**Pony Breeders of Ontario and**

**Pony Breeders of Canada**

**2013 Events**

March/April – PBO Potluck Social, Eastern Ontario TBA

Saturday, June 22, 2013 – 3rd Northumberland Pony Show, Adanac Horse Farm, Cobourg ON

Friday, July 26 – Sunday, July 28th, 2013 – Eastern Canadian Pony Breeders Show, Iron Horse Equestrian Centre, Burlington ON

Saturday, August 24th, 2013 – 4th Pony Breeders of Ontario Show, Beaverwood Farm, Hillsburgh ON

Saturday, September 7, 2103 – 3rd PBO run Welsh & Open Pony Show at Arthur Fall Fair, Arthur & Area Community Centre, Arthur ON

November – PBO Potluck Social, Western Ontario TBA

**EASTERN CANADIAN PONY BREEDERS SHOW SPONSOR**

Sponsor Name (company/organization/farm/individual/group):

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Sponsor Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

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

Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Check | Sponsorship Level |
|  | Platinum - $10,000 |
|  | Gold - $5,000 |
|  | Silver - $2,500 |
|  | Division/Breed - $1,000 |
|  | Championship - $500 |
|  | Individual Class - $250 |
|  | General Sponsorship - $100 |

Please specify category, division, breed, championship or individual class you wish to sponsor:

Please submit this form with cheque or money order made payable to

*Pony Breeders of Canada*

Pony Breeders of Canada, c/o D. Macdonald, 94B Waterloo Ave, Guelph ON N1H 3H8

Advertisements to be submitted by January 15, 2013

Banners, flyers, samples, prizes, etc to be submitted by July 1, 2013

*In the case of multiple requests for the same sponsorship spot, the assignment will go to first submitted and paid for sponsorship.*