



2012 Sponsorship Drive

Dear Sponsor:

I am writing to ask for your help in supporting our community's saddle club. We are a small, non-profit club with 150 memberships consisting primarily of family memberships. Plans for the upcoming year include hosting open shows in May, June, July, August and September, fun shows in April and October, all youth shows, trail rides, cattle sorting, barbeques and clinics, in addition to our regular monthly meetings. Such events foster a greater sense of community, good sportsmanship, and better horsemanship skills among those participating, as well as creating a positive experience for our community's youngsters.

To offset the cost of producing these events, we ask sponsors to help support our efforts. Our trophies, ribbons, judges, year end awards and member only events, are largely determined by our sponsors' generosity. Last year some sponsors individually donated \$250.00 or more in financial support. Others donated merchandise or smaller monetary amounts. Due to our very generous sponsors we were able to reward ALL of our members for their participation throughout the year. You would not believe the smiles on the kids' faces when they received a ribbon or a special award! And the youngest ones especially loved the suckers, candy sticks, freezer pops, stickers and other special treats they received for participating in the shows. We wish to continue being a positive influence within our community and upon its young people, but we cannot do it without the ongoing help of our wonderful sponsors.

We will again be producing a show program which will be handed out at all club activities, placed in tack shops and delivered to local businesses. Supporting sponsors will receive advertising in the program, and additional community exposure, in exchange for their contributions. All sponsors are announced at every show, receive an appreciation certificate suitable for display at their place of business, are listed on our website, and, if they own a website, linked on our club's website. Business card-sized ads are \$15.00, half page ads are \$25.00, and full page ads are \$50.00. Gold Sponsors, sponsors donating \$250.00 or more, will have their 3'X8' sign* or banner* mounted on our arena for the season, a full page ad in our show program and their choice of a class to sponsor. The class choices are on a first come, first served basis. Double Gold Sponsors donating \$2,000.00 or more will have TWO 3'X8" signs* or banners* mounted on our arena, a full page ad and their choice of a class to sponsor for FIVE SHOW SEASONS. Our site is www.sullivansaddleclubsite.com if you would like to view the links for the 2010 sponsors, our show bills, or see the many photos of the happy faces you may be sponsoring.

*** NOTE: Purchase & Cost of signs & banners are the responsibility of the advertiser.**

Not to exceed stated sizes.

I would like to thank you in advance for any support you give the Sullivan Saddle and Harness Club. You are helping us grow and to make our community a better place for our youth and families. In 2007 we started what has become an annual demonstration to our sponsors of just how important they are to our club. At our June horse show, all the year's sponsors are invited for dinner to meet our members and a chance to watch our members in action. Please help us continue to provide a clean, wholesome activity for our community, our families, and our youngsters.

Sincerely,

Lyle Kwast
President – Sullivan Saddle and Harness Club

Officers: Pam Ramsey - **Vice President**, Kelly Onder –**Treasurer**, Vee Simpson - **Secretary**
Board of Directors: John Janish, Mike Onder, Jim Ryan, Tyler Simpson

Please fill out the information below and **RETURN BY JANUARY 31, 2011** along with your ad copy and donation to:

**Sullivan Saddle and Harness Club
c/o Kelly Onder - Treasurer
5103 Rock Road
Bourbon, MO 65441**

Date _____
Contact Person _____
Business Name _____
Address _____
City/State/Zip _____
Phone _____
E-Mail _____
Website _____

Size/Description of Ad Purchased – Check All That Apply
(Sizes, prices and descriptions listed below.)

___ Full Page - \$50 – 4-1/2”X7-1/2”

___ Half Page - \$25 – 3-1/2”X4-1/2”

___ Business Card - \$15 - 2”X3-1/2”

___ Gold Sponsor - \$250 – one full page ad, one 3’X8’ banner or sign and class sponsorship for one show season

Please arrange to have your sign/banner picked up by one of the contacts listed below.

___ Double Gold Sponsor - \$2000 – one full page ad, two 3’X8’ banners or signs and class sponsorship for five consecutive show seasons

Please arrange to have your sign/banner picked up by one of the contacts listed below

- **NOTE: Purchase & Cost of signs & banners are the responsibility of the advertiser.**
- **Sign/banner not to exceed stated sizes.**

___ Merchandise (items/description/value) _____

___ Other (items/description/amount) _____

Name of class you would like to sponsor: _____

Contact information:

Pam Ramsey, 314-805-4056
John Janish, 573-468-8854
Lyle Kwast, 573-468-5515
Mike or Kelly Onder, 573-732-3667
Jim Ryan, 573-927-3217
Tyler or Vee Simpson, 573-732-3397

For Authorized Use:	
Cash: _____	Check: _____
Merchandise: _____	
Date Received: _____	
Treasurer: _____	