



AMERICAN
HORSE COUNCIL

American Horse Council Annual Meeting Sponsorships

The American Horse Council's Annual Meeting is the *only* meeting where every segment of the industry gets together to discuss issues of importance to not only their respective fields, but to the industry as a whole. As such, your sponsorship dollars will be ensuring you receive outreach to every segment of the industry.

The AHC certainly welcomes more than one organization per sponsorship.

For more information or questions, please contact Ashley Furst, Director of Communications at afurst@horsecouncil.org.

Sponsorships Available

Congressional Reception Sponsor - \$8,000

- ◆ Two Complimentary Convention Registrations*
- ◆ Press Release announcing sponsorship and event details
- ◆ Banner ad on the AHC website for two months
- ◆ Company logo and link added to the AHC Events page for the duration of the year
- ◆ Introduction at the event by AHC President Julie Broadway
- ◆ Opportunity to address attendees during the reception (*fifteen minutes maximum*)
- ◆ Recognition in printed promotional literature including convention brochures and agendas
- ◆ One sign recognizing your organization as the events exclusive sponsor (*sign must be provided by Sponsor; Sign must be able to be displayed on an easel or be a pop-up*)
- ◆ Photo opportunities for sponsor and photos to be included in the AHCNEWS, in AHC press releases about the meeting, and on the AHC website
- ◆ Opportunity to display promotional literature at the sponsor's table adjacent to the Convention Registration area
- ◆ Opportunity to include collateral in meeting bags given to all attendees
- ◆ Option to share promotional video during the National Issues Forum

Hospitality Breakfast - \$3,000

- ◆ One Complimentary Convention Registration*
- ◆ Recognition in printed promotional literature including convention brochures and agendas
- ◆ Sponsor's name listed on a special sign identifying all convention sponsors
- ◆ One sign recognizing your organization as the events exclusive sponsor
- ◆ Opportunity to display promotional literature at the sponsor's table adjacent to the Convention Registration area
- ◆ Opportunity to include collateral in meeting bags given to all attendees

Committee Meeting - \$1,000

- ◆ One Complimentary Registration to Committee Meetings and National Issues Forum+
- ◆ Recognition in printed promotional literature including convention brochures and agendas, AHC newsletters and media releases
- ◆ Sponsor's name listed on a special sign identifying AHC Convention Sponsors. Sign to be displayed near the conventions registration center
- ◆ Opportunity to display promotional literature at the sponsor's table adjacent to the Convention Registration area

General Meeting Sponsorships

Champion Sponsorship—\$2,000

- ◆ Complimentary Convention Registration*
- ◆ Recognition in printed promotional literature including convention brochures and agendas
- ◆ Sponsor's name and logo listed on a special sign identifying AHC convention sponsors
- ◆ Opportunity to display promotional literature at the sponsor's table adjacent to the Convention Registration area

Blue Ribbon Sponsor--\$1,000

- ◆ One Complimentary Registration to Committee Meetings, National Issues Forum, and Monday Evening Reception+
- ◆ Recognition in printed promotional literature including convention brochures and agendas
- ◆ Sponsor's name and logo listed on a special sign identifying AHC Convention Sponsors
- ◆ Opportunity to display promotional literature at the sponsor's table adjacent to the Convention Registration area

Trophy Sponsor--\$500

- ◆ One Complimentary Registration to Committee Meetings and National Issues Forum^
- ◆ Recognition in printed promotional literature including convention brochures and agendas
- ◆ Sponsor's name and logo listed on a special sign identifying AHC Convention Sponsors. Sign to be displayed near the conventions registration center
- ◆ Opportunity to display promotional literature at the sponsor's table adjacent to the Convention Registration area

Custom sponsorship packages are also available. Please contact Ashley Furst at afurst@horsecouncil.org to discuss options and pricing.

**Complimentary convention registration includes Committee Meetings, National Issues Forum, Monday Evening Reception, Congressional Reception, and Van Ness luncheon*

+ Congressional Reception, and Van Ness luncheon attendance will be subject to charge

^ Monday Evening Reception, Congressional Reception, and Van Ness luncheon attendance will be subject to charge

General Information About Meeting Attendees:

- *Over 300 attendees that are involved in all segments of the equine industry:*
 - *Veterinarians—18%*
 - *Racing—22%*
 - *Recreation—20%*
 - *Showing—23%*
 - *State Horse Councils—15%*
 - *Industry Suppliers (tack shops, pharmaceutical, feed companies, etc.)—10%*
 - *Equine Welfare—28%*
 - *Breed Registry—31%*
 - *Other (therapeutic riding, carriage, rodeo, transportation, etc.)—15%*
- *Reaching decision makers that are key players in the \$9.2 billion equine industry*