



2020 NATIONAL CHAMPIONSHIPS

Dear Prospective Patron,

The International Andalusian and Lusitano Horse Association invites you to show your support for the premier Andalusian and Lusitano Horse Show of the year, the 2020 IALHA National Championships.

This year's show will be held November 10-14, 2020 at the Will Rogers Memorial Center in Fort Worth Texas. This distinctive event features pure Spanish, pure Portuguese (Lusitano), Spanish/Portuguese, and half-bred horses. Classes for all disciplines will highlight the incredible versatility of our horses.

The IALHA Championship show provides opportunities for exhibitors of all ages and experience levels to enjoy their horses in an encouraging and supportive atmosphere. Nationals also offers the chance for those who share a passion for these distinctive breeds to come together and form or rekindle friendships. Won't you be a part of the festivity?

To make this year's show a success, we have designed a variety of sponsorship levels to help us provide opportunities for every interest and ability. Perhaps you would consider honoring a past winner by sponsoring a *CLASS*. Maybe you enjoy having a table for your friends and family to watch the competition and will select the *GOLD* or *PLATINUM* level. Select the *SUPPORT* level for an accessible and easy way to sponsor. All of the benefits are detailed on the attached form.

This year, to make the process of taking advantage of the patron advertising benefits even easier, sponsors have the option of leaving ad design to us. Send a photo and select from a number of templates that may be customized with a personalized message for only \$50.

I hope you will support our National Show. Even if you are unable to attend the 2020 show in person, consider showing your support for your association and friends by sponsoring at the level you are able. As a bonus to you, all patron donations have the added *benefit of being tax deductible and* will not only assist the IALHA Education Association in underwriting expenses, but contribute to the festive show atmosphere.

With help from generous patrons like you, we will make this year's IALHA Championships an event to remember!

Warm Regards,
Janita Smith
IALHA Education Association President



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IALHA Education Association National Show Patron Agreement

Patron Information _____

Clearly type or print EXACTLY as you would like information to appear

Business Name: _____ Owner Name: _____
Contact Person: _____ Contact Phone: _____
Address: _____ City: _____
State: _____ Zip: _____ Telephone: _____
E-mail Address: _____ Web-Address: _____
Facebook profile: _____ Instagram profile: _____

Patron Level _____

Class-\$150 Support-\$200 Crystal-\$500 Bronze-\$1000 Silver-\$2500 Gold-\$5000 Platinum-\$10,000

Select one: Include additional \$50 for Template ad (complete attached form) Will supply Ad

Payment _____

Due October 1, 2020. Please send Patron form and payment *separate from show entries.*

- Check:** Enclose with this form (make out to IALHA Education Association): Check # _____ and mail to: IALHA 22 Inverness Center Pkwy #155, Birmingham, AL 35242
- PayPal:** email this form to robin@ialha.org and request an invoice for online payment Or call 205-995-8900
- Credit card:** (circle one): MasterCard Visa American Express
complete information below and email this form to robin@ialha.org Or call 205-995-8900

Credit card #: _____ Exp. date: _____ CCV Code: _____
Name on card: _____ Signature: _____
Billing Address: _____

- * Email high quality .pdf or .jpg logo image for use in recognition to president@ialha.org
- * In order to be included in the Iberian Horse, this form and all Ad materials MUST be received by magazine deadlines for inclusion: Issue 2- August 10, Issue 3- December 10.



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IALHA Education Association Patron Benefits*

<i>Sponsorship level</i>	CLASS \$150	SUPPORT \$200	CRYSTAL \$500	BRONZE \$1000	SILVER \$2500	GOLD \$5000	PLATINUM \$10,000
Name Listed with class in program & announced during class	X						
IALHA Website Recognition			X	X	X	X	X
Thanks and Recognition on Social Media		X	X	X	X	X	X
Recognition throughout show (announcements, etc)		X	X	X	X	X + award	X + award
Arena Banner(s)		group	½	1	2	3	4
Color Ad in IALHA National Show Program/mobile ap		¼ Page	½ Page	½ Page	Full Page	Full Page	2 - Full pages
Stall Placement at show						Preferred	Premium
VIP Table <or> Booth Space (choose one)					VIP table for 6 <or> 10x10 booth space	VIP table for 8 <or> 2 booth spaces	2 VIP tables <or> 2 booths with premium placing
Color ad in Issue 2 of THE IBERIAN HORSE Magazine (due by Aug 10)		½ page	½ page	½ page	Full page	Full page	2 - page spread
Color ad in THE IBERIAN HORSE 2020 YEAR IN REVIEW (Ads due by December 10 2020)	named with class in Results Article	named in Sponsors List	named in Sponsor List	¼ Page ad and Sponsor List	½ Page ad and Sponsor List	½ Page and Sponsor List	Full page and Sponsor List
Sponsorship recognition on exhibitor gift (must be received by Sept 15, 2020)					X	X	X

Those benefits highlighted will be honored even if the 2020 National Show is forced to cancel, and all donations will roll forward to 2021.

* 501c3 deductible



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Sponsor Ad Design Form

Complete only the fields below that you would like to appear in your ad (leave blank if you do not want the information to be included):

Name: _____ Business Name: _____

Telephone: _____ Web-Address: _____

E-mail Address: _____ Facebook profile: _____

Instagram profile: _____

Message text (required):

Indicate Ad style selection			
<input type="checkbox"/>	1 – color block right, photo left	<input type="checkbox"/>	5 – Upper color block, photo left
<input type="checkbox"/>	2 – color block left, photo right	<input type="checkbox"/>	6 – lower color block, photo right
<input type="checkbox"/>	3 – ¾ color block left, photo right	<input type="checkbox"/>	7 – solid color block, photo left
<input type="checkbox"/>	4 – ¾ color block right, photo left	<input type="checkbox"/>	8 – no color, photo right
<input type="checkbox"/>		<input type="checkbox"/>	
Indicate color selection:			
<input type="checkbox"/>	Light gray (seen in 1 & 2)		
<input type="checkbox"/>	Dark gray (seen in 5 - 8)		
<input type="checkbox"/>	Dark green (seen in 3 & 4)		

**Send this completed form along with your high resolution photo to marketing@ialha.org by the dates indicated in the Patron Benefit form and letter.*