



INTERNATIONAL ANDALUSIAN & LUSITANO HORSE ASSOCIATION  
AND IALHA EDUCATION ASSOCIATION

2021 NATIONAL CHAMPIONSHIP SHOW,  
SOUTHWEST WORKING EQUITATION, &  
CABALLOS BAILADORES NACIONAL

¡Hola! ¡Saludos de la Asociación Internacional del Caballo Andaluz y Lusitano!

La planificación está bien encaminada para El Show del Campeonato Nacional de IALHA y el concurrente Equitación de Trabajo del Suroeste y Caballos Bailadores Nacional, que se llevarán a cabo del 9 al 13 de Noviembre de 2021 en Will Rogers Memorial Center en Fort Worth, Texas.

Buscamos socios comerciales para patrocinar este evento. Nuestro espectáculo 2021 será mejor que nunca y atraerá a expositores, voluntarios y espectadores de todo el país para que se reúnan para celebrar esta majestuosa raza.

Los patrocinadores comerciales pueden anticipar clientes de todas las edades interesados en una amplia variedad de servicios, productos y mercancías relacionadas con la equitación, así como una variedad de beneficios de patrocinidad.

Tenemos un horario divertido planeado para la semana, que incluye una fiesta de expositores y clases que atraerán a un público diverso: desde clases de vaquero, reining y trail, doma, inglés y cazar, conducción, doma vaquera, tachuela nativa, caballo danzante y equitación de trabajo. Con su ayuda, será nuestro mejor espectáculo hasta ahora.

Todas las donaciones de los patrocinadores son deducibles de impuestos y no solo ayudarán a la Asociación de Educación de IALHA a pagar los gastos, sino que también contribuirán al ambiente festivo del espectáculo.

¡Por favor considere convertirse en patrocinador de este evento distintivo! Todos los que envíen un formulario con su pago o depósito completo y un anuncio antes del 15 de Septiembre de 2021 se incluirán en los anuncios del programa durante el espectáculo, según como es descrito en los beneficios de patrocinidad.

¡Esperamos tener noticias tuyas y esperamos que se una a nosotros en el Campeonato Nacional de Caballo de la IALHA 2021!

¡Gracias!



Kaeli Dressler

Presidente de IALHA



Jody Sydow  
Show Chair de IALHA

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BUSINESS SPONSOR LEVELS\* AND BENEFITS

<b>Level</b>	<b>CRYSTAL</b>	<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>	<b>TOTAL</b>
* 501c3 deductible	\$500	\$1000	\$2500	\$5000	\$10,000	
<b>Recognition on IALHA Website</b> (same ad placed in program)	✓	✓	✓	✓	✓	
<b>Recognition on Social Media</b> before and during show	✓	✓	✓	✓	✓	
<b>Recognition throughout show</b>	Announced daily	Announced daily	Announced each session	Announced each session & on digital display	Announced each session & on digital display	
<b>Banner(s) hung in arena</b> (provided by sponsor)	1	1	2	2 Preferred locations	4 Premium locations	
<b>Color Ad in Show Program</b> (if received by Oct 1 2021)	Bus card size	¼ Page	½ Page	Full Page	2 - Full pages	
<b>Booth space</b> (if desired: Yes/ No)		10 x 10	10 x 20	10 x 30 select placement	10 x 30 premium placement	
To purchase additional 10x10 booth space indicate here @ \$200 each:						
<b>Place coupon, ad or sample product in exhibitor bags</b> (supplied by sponsor)		✓	✓	✓	✓	
<b>Class Sponsor</b> – \$150 – sponsor listed in program next to class (if sponsorship & information is received by program deadline - September 15, 2021) and announced during class. May provide a pop-up banner and/or be present to take photo with winners. (If sponsor desires to provide own award, contact show chair.) Great way to feature a business, service or product. Class number(s):						
<b>Mobile Ap Sponsor</b> – \$600 - underwrites the purchase of the show mobile ap program – a mobile version of the printed show program. Patron recognition will be prominently placed in the mobile ap for every person who downloads the ap, and recognized in the printed show program (if sponsorship & information is received by program deadline - September 15, 2021).						
<b>Day Sponsor</b> - \$1500 - donation provides exhibitors refreshments on the show day selected (note: contact show manager to inquire whether date desired if available; first come, first served). Serves coffee and muffins in the morning, and bottled water and snacks in the afternoon for exhibitors. Recognition is announced throughout the day, and posted on the arena digital display concurrently during the show and in show program (if received by program deadline – September 15, 2021). Donor may provide flyers / leaflet ads to be distributed in the refreshment area on day sponsored.						
<b>Barn Party Sponsor</b> – \$2000 - underwrites the social event of the show on the evening of Saturday Nov 13th, including festivities, catered food, and nonalcoholic beverages. Patron will be recognized in the show program, (if received by program deadline – September 15, 2021) on the digital display, and announced during the barn party. May also provide flyers or leaflet ads to be distributed in the food/drink area.						
<b>Exhibitor gift bag sponsor</b> - \$3000 – underwrites the quality gift bags provided to each exhibitor. Patron’s logo may be included on the gift bag if desired (if provided by September 15th, 2021). Alternatively, donor may provide flyers, leaflet ads, or sample products to be included in each bag. Donor will be acknowledged throughout the show, in the show program & digital display.						
<b>Live Streaming Sponsor</b> - \$7500 – This generous donor will assist those who are unable to attend in person the ability to experience the 2021 Nationals virtually! Funds will underwrite the live streaming of the IALHA National Championship classes held in the WR Watt Arena Wednesday Nov. 10 <sup>th</sup> – Saturday Nov. 13 <sup>th</sup> as well as the Saturday evening Caballos Bailadores Nacional. Patron will receive two prominently positioned arena banners viewable in the live streaming, may negotiate to run ads between shows, and will receive recognition in program, (if received by program deadline – September 15, 2021), announced throughout the show and on digital display.						
<b>TOTAL</b>						