



INTERNATIONAL ANDALUSIAN & LUSITANO HORSE ASSOCIATION  
AND IALHA EDUCATION ASSOCIATION

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

Hello from the International Andalusian & Lusitano Horse Association!

Planning is well underway for this year's IALHA National Championship Horse Show, and concurrent Southwest Working Equitation, and Caballos Bailadores Nacional, which will be held **November 9-13, 2021** at Will Rogers Memorial Center in Fort Worth, Texas.

We are seeking business partners to sponsor this event. Our 2021 show is going to be better than ever, and attract exhibitors, volunteers and spectators from around the nation to come together to celebrate this majestic breed.

**Business sponsors can expect** customers of all ages interested in a wide variety of equestrian-related services, products and merchandise as well as a number of sponsor benefits.

We have a fun schedule planned for the week, including an exhibitor party and classes which will appeal to a **diverse audience**: from western, reining and trail classes, to dressage, english, and hunt, as well as driving, doma vaquera, native tack, dancing horse, and working equitation. With your help, it will be our best show yet.

All patron donations are **tax deductible** and will not only assist the IALHA Education Association in underwriting expenses, but contribute to the festive show atmosphere.

**Please consider** becoming a sponsor of this distinctive event! All who send a completed form, payment or deposit, and ad by **September 15, 2021** will be included in show program advertisement as described in the sponsor benefits.

We look forward to hearing from you and **hope you will join us** at the 2021 IALHA National Championship Horse Show!

Thank you!



Kaeli Dressler  
IALHA President



Jody Sydow  
IALHA Show Chair

INTERNATIONAL ANDALUSIAN & LUSITANO HORSE ASSOCIATION  
AND IALHA EDUCATION ASSOCIATION

2021 NATIONAL CHAMPIONSHIP SHOW  
SOUTHWEST WORKING EQUITATION  
CABALLOS BAILADORES NACIONAL

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>						