



INTERNATIONAL ANDALUSIAN & LUSITANO HORSE ASSOCIATION
AND IALHA EDUCATION ASSOCIATION

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

Dear Friend of the IALHA,

Many things have changed in the past year, but the **IALHA's commitment** to Andalusian and Lusitano horses - and our members - **has not**. Another thing that remains unchanged is our need for your backing for the National Show. Our number one goal is to host a quality, enjoyable, and safe opportunity for members to come together to exhibit & compete with their beautiful horses.

This year's show will be **November 9-13 2021** at Will Rogers Memorial Center in Ft Worth and will include concurrent Working Equitation and Caballos Bailadores shows in addition to the USEF sanctioned IALHA National Championships.

Last year, we sent out an early appeal, and our patrons came through! **Thank you**. It was so very disappointing to have to cancel the show, particularly after such a groundswell of support. The good news is that several of 2020's donors elected to allow their donation to roll forward to this year, so the early, upfront costs have been less of a challenge during early planning, which is well underway.

However, as businesses try to recover financially from last year's losses, many expenses have increased compared to years past. Therefore, **this year more than ever**, we will rely on patrons to assist in underwriting the show.

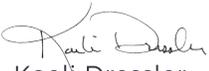
If giving at the upper levels is within your reach, we've added some **additional benefits**. Also, several creative opportunities have been added to the traditional patron levels: Consider sponsoring a **day of the week**, which will provide snacks & refreshments throughout the day. Or, underwrite our **live streaming, barn party, mobile app or exhibitor gift bags**.

If you've already given, again thank you. Perhaps you will **consider upgrading** to the next level. We'll add it to what you gave last year, and you'll be able to take advantage of greater patron benefits! Even if you are unable to attend this year's show in person, consider showing your support for your association and friends by sponsoring at the level you are able.

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. But don't delay, in order to stay on schedule, all print ads must be received by **September 15, 2021**.

With **help from generous patrons** like you, we will be back stronger than ever and make this year's IALHA National Championships an event to remember!

Warm regards,


Kaeli Dressler
IALHA President


Jody Sydow
IALHA Show Chair

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PATRON SPONSOR LEVELS* AND BENEFITS

Level	CRYSTAL	BRONZE	SILVER	GOLD	PLATINUM	TOTAL
* 501c3 deductible	\$500	\$1000	\$2500	\$5000	\$10,000	
Recognition on IALHA Website (same ad placed in program)	✓	✓	✓	✓	✓	
Recognition on Social Media before and during show	✓	✓	✓	✓	✓	
Recognition throughout show	Announced daily	Announced daily	Announced daily during each session	Announced daily during each session & on digital display	Announced daily during each session & on digital display	
Banner(s) hung in arena (provided by patron)	1	1	2	2 Preferred locations	4 Premium locations	
Color Ad in Show Program (if received by Oct 1 2021)	Bus card size	¼ Page	½ Page	Full Page	2 - Full pages	
Stall Placement at show		Preferred,	Preferred, first choice	Premium	Premium, first choice	
Arena-side Table	Table for 6	Table for 8	VIP table for 6	VIP table for 8	2 VIP tables	
To purchase additional tables, indicate here@ \$150 each:						
Color ad in The IALHA 2021 Handbook / Directory (Ads due by December 10 2021)	Named in sponsor List	Named in sponsor list	½ Page ad & sponsor List	½ Page & sponsor List	Full page & sponsor List	
Embroidered Patron apparel (Indicate sizes below number)			2 long -sleeved shirts Sizes: _____	2 vests Sizes: _____	2 jackets Sizes: _____	
Purchase additional apparel indicate selection(s) & sizes. Shirt \$ 55 Vest \$ 75 Jacket \$ 95						
Class Sponsor – \$150 - sponsor will be listed in program next to class (if sponsorship & information is received by program deadline - September 15, 2021) and announced during class. Great way to recognize past winner. Class number(s):						
Mobile Ap Sponsor – \$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).						
Day Sponsor - \$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, in show program, (if received by program deadline – September 15, 2021) and posted on the arena digital display concurrently during the show. Donor may provide flyers or leaflet ads to be distributed in the refreshment area on day sponsored.						
Barn Party Sponsor – \$2000 - underwrites the social event of the show on Saturday Nov 13th, including festivities, catered food, and nonalcoholic beverages. Patron will be recognized in the show program, and during the barn party. Donor may also provide flyers or leaflet ads to be distributed in the food/drink area, and will be acknowledged in show program (if received by program deadline – September 15, 2021)						
Exhibitor gift bag sponsor - \$3000 – underwrites the quality gift bags provided to each exhibitor. Patron’s logo may be included on the gift bag if desired (and if provided by September 15th, 2021). Alternatively, donor may provide flyers or leaflet ads to be included in each bag. Donor will be acknowledged in the show program, (if received by program deadline – September 15, 2021) throughout the show and on digital display.						
Live Streaming Sponsor - \$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 th – Saturday Nov. 13 th 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 classes, and will receive recognition in program, (if received by program deadline – September 15, 2021) throughout the show and on digital display.						
						TOTAL