



**THE
MANE
EVENT**

*Sponsorship
Opportunities*

April 24 - 26, 2020 • WESTERNER PARK, RED DEER, AB

What is The Mane Event?

The Mane Event provides one on one personal contact with the horse owners that are shopping for a broad range of equine products and services and to be educated on your products by you personally. This event is a vital link to provide communication between vendors and horse owners for face to face marketing that is not available by on-line buying! This is your opportunity to talk to direct to potential purchasers and answer their questions. It is much more successful to market in person than just in ads or on websites.

The Mane Event is a family owned enterprise that has been in the horse expo business since 2004. The event attract horse enthusiasts from all across Canada and beyond. You will find a refreshing change in our trade show! Vendors must have equine related products and services to be able to get a booth in our show! That's right no vendors with mattresses, mops, or makeup are allowed! We want to help keep the horse industry strong and would rather provide quality products that horse people are looking for and needing while providing a good quality lead for you to market your business in the best environment possible.

We contract professional and high quality trainers and clinicians to provide working clinics not just demos. By doing this we feel that the attendees experience horses and riders getting excellent advice on how to become a better horse person and progress their riding skills right there in front of everyone watching the clinic. **EDUCATION** is always the most important aspect of the expo, our goal is to rekindle the desire to learn and become a more proficient rider no matter if it is the show ring, the backyard or on the trails!

The event offers three days of clinics and presentations on many different types of horsemanship, different disciplines and horse health, nutrition and more. Plus, "Equine Experience" on Saturday evening this is truly an event for Equine lovers of all kind!



Title Sponsor

\$20,000.00

As the Title Sponsor for The Mane Event your company will receive excellent exposure and promotion before, during and after the event. As our Title sponsor you will receive the following:

- Name and/or logo of Title Sponsor to appear in all marketing material including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on The Mane Event website with a hyper-link to your website
- Signage and banners in prime locations of the event
- Multiple Announcements throughout the weekend promoting your business products or services
- Complimentary 10x40 or 20x20 booth at an agreed upon prime location within the Trade show
- Eight (8) complimentary VIP Parking Passes for the weekend, Twenty four (24) weekend passes for the event
- Sixteen (16) guaranteed seating tickets to the "Equine Experience" on Saturday evening
- No Charge full page in The Mane Event show guide. The show guide is distributed free to all attendees
- Three (3) custom emails sent to our email data base
- Six (6) custom Social Media posts to be supplied by sponsor

Arena Sponsor *(3 Available)*

\$5,000.00

One of our three arenas will be named your company's name or product arena, with this you will receive exceptional exposure. Your arena will be the main stage where many of our clinics, demonstrations and events are conducted throughout the three (3) days of the Mane Event.

- Name and/or logo of sponsor to appear in printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on The Mane Event website with a hyper-link to your website
- Signage and banners in prime locations of the event
- Multiple Announcements throughout the day promoting the clinics taking place in the arena
- Complimentary 10x10 or 10x20 Booth at an agreed upon prime location within the Trade show
- Two (2) complimentary VIP Parking Passes for the weekend, Four (4) guaranteed seating tickets to the "Equine Experience" on Saturday evening.
- No Charge full page in The Mane Event show guide. The show guide is distributed free to all attendees
- One (1) custom emails sent to our email data base
- Three (3) custom Social Media posts to be supplied by sponsor

Equine Experience Sponsor

\$3,000.00

The Equine Experience is going to be the main social event of the weekend where we will have spectacular equine presentations set to music! Your Company will be at the for front of this very memorable event which would provide amazing exposure.

- Name and/or logo to appear in printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on The Mane Event website with a hyper-link to your website
- Signage and banners in prime locations of the event
- Multiple Announcements throughout the day promoting your business products or services
- Complimentary 10x20 booth at an agreed upon prime location within the Trade show
- Four (4) complimentary VIP Parking Passes for the weekend
- Four (4) guaranteed seating tickets to the "Equine Experience" on Saturday evening.
- 20% discount for advertising taken out in The Mane Event show guide. The show guide is distributed free to all attendees arriving to the expo
- Two (2) custom emails sent to our email data base
- Six (6) custom Social Media posts to be supplied by sponsor





Youth ProAm Sponsor

\$2,500.00

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- Name and/or logo of sponsor to appear in printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on The Mane Event website with a hyper-link to your website
- Your company has the option of hanging approved signage in your arena and fences at the entrance to the event.
- Multiple Announcements throughout the day promoting the clinics taking place in the arena
- Complimentary 10x10 or 10x20 Booth at an agreed upon prime location within the Trade show
- Two (2) complimentary VIP Parking Passes for the weekend, Four (4) guaranteed seating tickets to the "Equine Experience" on Saturday evening.
- 20% discount for advertising taken out in The Mane Event show guide. The show guide is distributed free to all attendees arriving to the expo
- One (1) custom emails sent to our email data base
- Three (3) custom Social Media posts to be supplied by sponsor

Extreme Trail Competition Sponsor

\$5,000.00

This a new and very exciting event for the event and is sure to be very popular with the attendees! We will have competitors signing up to compete for the title of Extreme Trail Champion!

- \$2500 of the sponsorship money will be added to the Jackpot for the event
- Name and/or logo of sponsor to appear in printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on The Mane Event website with a hyper-link to your website
- Your company has the option of hanging approved signage in your arena and fences at the entrance to the event.
- Multiple Announcements throughout the day promoting the clinics taking place in the arena
- Complimentary 10x10 or 10x20 Booth at an agreed upon prime location within the Trade show
- Two (2) complimentary VIP Parking Passes for the weekend, Four (4) complimentary guaranteed seating passes to the "Equine Experience" on Saturday evening.
- No Charge full page in The Mane Event show guide. The show guide is distributed free to all attendees
- One (1) custom emails sent to our email data base
- Three (3) custom Social Media posts to be supplied by sponsor



“Friend of the Event” Sponsorship **\$1,000.00 plus value**

This is for our special friends that have supplied a product or service to help us produce the best show possible. As a “Friend of the Event Sponsor” your company will be recognized throughout the weekend.

- Name and/or logo of sponsors to appear in printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on The Mane Event website with a hyper-link to your website (address to be supplied by sponsor).
- Your company has the option of hanging approved signage in the main arena.
- Two (2) complimentary VIP Parking Passes for you to distribute/use for the weekend. Four (4) complimentary guaranteed seating passes to the “Equine Experience” on Saturday evening.
- 20% discount for advertising taken out in The Mane Event show guide. The show guide is distributed free to all attendees arriving to the expo

Show Bag Sponsorship **\$2,000.00**

As a show bag sponsor we will hand out a shopping bag at the front entrance for the attendees to use at the show over the 3 days and will be recognized throughout the weekend as our official bag sponsor.

- Name and/or logo of sponsors to appear in printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on The Mane Event website with a hyper-link to your website (address to be supplied by sponsor).
- Your company has the option of hanging approved signage in the main arena.
- Multiple Announcements throughout the day promoting your products or services
- Two (2) complimentary VIP Parking Passes for you to distribute/use for the weekend,
- 20% discount for advertising taken out in The Mane Event show guide. The show guide is distributed free to all attendees arriving to the expo

Lecture Area Sponsorship

\$2,000.00

The Lecture Area is used for presentations and demonstrations not requiring a horse, and includes lectures and Question & Answer sessions from most of the Clinicians. Each time a presenter is scheduled they will be announced in your company name lecture area.

- Name and/or logo of arena sponsors to appear in printed materials including event flyers, posters, direct mail pieces, clinic & seminar schedules, the event program, print media ads, and press releases
- Logo on the sponsors banner on the Mane Event website with a hyper-link to your website (address to be supplied by sponsor).
- Your company has the option of hanging approved signage in the Lecture Hall.
- Multiple Announcements throughout the day promoting the lectures taking place in the Lecture Hall
- Two (2) complimentary VIP Parking Passes for you to distribute/use for the weekend
- 20% discount for advertising taken out in The Mane Event show guide. The show guide is distributed free to all attendees arriving to the expo

Clinician Sponsorship

\$1,000.00

As a Clinician Sponsor your company will be recognized each time this clinician appears during The Mane Event. This is an excellent way to promote your company for a very reasonable investment.

- Name and/or logo of arena sponsors to appear in the event program under the Clinician's Name
- Logo on the sponsors banner on the Mane Event website with a hyper-link to your website (address to be supplied by sponsor).
- Announcement whenever the Clinician appears during the expo
- Company logo on the Sponsors recognition page in the Show Guide
- 20% discount for advertising taken out in The Mane Event show guide. The show guide is distributed free to all attendees arriving to the expo

Contact

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*If you have an idea that
we do not offer please
Contact us for a Custom
Sponsorship Package!*

