



The Western Horse Association of Prince Edward Island

2019 Sponsorship Request

The Western Horse Association of PEI (WHA) is a non-profit organization whose objective is to support and expand the interest and participation in western riding on Prince Edward Island. To facilitate this, WHA hosts a series of Western horse shows on the island, as well as fun shows and learning clinics.

Like any sport, our athletes work diligently year-round to hone and improve their hands on and competitive skills with their equine partners. WHA horse shows provide a place for all levels of Island riders to showcase their horsemanship skills throughout the year within the western discipline. WHA offers a wide range of classes, from those focused on beginner and novice horses and riders, to more advanced and complicated classes. Our shows provide excellent experience and a stepping stone for those competitors interested in moving on to larger show circuits, including many breed organization shows that lead to regional and national competitions. WHA primarily hosts our horse shows at the Crapaud Agriplex facility. WHA is the only western discipline club on PEI.

Running our WHA shows requires significant resources, both human and financial. In order to maintain and grow this successful show series for our Island riders, we are seeking support from various local businesses. We believe that your sponsorship will benefit both our organization and yours, and we ask you to consider a contribution. Please review the sponsorship levels available, and the advertising benefits that WHA can provide you in exchange for your support of our organization and the promotion and development of Western riding on Prince Edward Island

Gold Season Sponsor \$300 plus	<ul style="list-style-type: none"> - Full page advertising in the WHA Showbook - Full page advertising in one WHA newsletters - Ringside company sign provided by WHA - Option to display banners/signage at all events - Invited to present day end ribbons at any show 	<ul style="list-style-type: none"> - Announced advertising throughout all events - Company website link on WHA Sponsor Page - A spot on our sponsor wall at all events - Social media advertising throughout the year - Business cards added to competitor packages
Silver Show Sponsor \$200-300	<ul style="list-style-type: none"> - Company listed as sponsor in the WHA Showbook - ½ page advertising in one WHA newsletter - Ringside company sign provided by WHA - Invited to present day end ribbons at one show 	<ul style="list-style-type: none"> - Announced advertising throughout all events - A spot on our sponsor wall at all events - Social media advertising throughout the year - Business cards added to competitor packages
Bronze Stake Sponsor \$100	<ul style="list-style-type: none"> - Company will be affiliated with one "stake class" - Company name will be displayed on one class list - Company listed as sponsor in the WHA Showbook - Invited to present winning ribbons for "stake class" 	<ul style="list-style-type: none"> - Announced advertising during one "stake class" - A spot on our sponsor wall at all events - Company logo added to ringside signage - Social media advertising throughout the year - Business cards added to competitor packages
Class Sponsor \$50	<ul style="list-style-type: none"> - A person, family or business that wishes to sponsor one class on one show day. - Announced advertising before and after their class 	<ul style="list-style-type: none"> - Name listed as a sponsor in 2019 Showbook - A spot on our sponsor wall at all events - Social media advertising throughout the year

Donations of products, services, promotional clothing or gift cards are also welcome and appreciated. These items will be used as class prizes, raffle or fundraising items. The 2019 Showbook will be available in April 2019, and a copy will be forwarded to all of our generous sponsors.

If you wish to discuss a sponsorship or have any questions, please contact us at peiwesternhorse@gmail.com. If you would like to become a sponsor for WHA, please make cheques payable to Western Horse Association of PEI.

Sincerely,

Western Horse Association of PEI

Board of Directors