



## AMERICAN YOUTH HORSE COUNCIL

### ABOUT AYHC

The American Youth Horse Council (AYHC) was established in the early 70s and continues to work to unite the youth horse industry with the goal of connecting kids through horses. AYHC is a non-profit organization governed by a volunteer board of directors. Founded by breed organizations and extension professionals to provide a nucleus of support to all the youth horse industry, AYHC promotes education through the development of quality educational materials and by providing ongoing training opportunities to those looking to teach both old and youth about the wonder of the horse.

AYHC also serves as a national information center, promoting communications between all breeds and disciplines and providing a forum for discussions. AYHC looks to be a representative voice, crossing all breeds and disciplines, as an advocate for bringing horses and kids together.



## AMERICAN YOUTH HORSE COUNCIL ADVERTISING & COMMERCIAL EXHIBITOR OPPORTUNITIES

### ADVERTISING

Advertising opportunities are available in the AYHC *News Network* quarterly newsletter and in the *AYHC Symposium Program & Directory*, in use throughout the year for its full AYHC membership list. **Space is limited, though, so reserve today.**

#### Newsletter Only

\$250 per issue  
\$175 per issue  
\$150 per issue

#### Symposium Program Only

Full-Page Ad.....\$695  
Half-Page Ad.....\$495  
Quarter-Page Ad... \$395

#### Newsletter & Program Package

5 Full Page Ads.....\$1,095  
5 Half-Page Ads.....\$ 795  
5 Quarter-Page Ads.. \$ 595

All prices are black and white. For a \$300 extra fee, a limited number of color ads are available in our Symposium Program on a first-come, first-served basis—reserve ASAP!

**Deadlines:** Newsletter Ad: Feb 1, May 1, Aug 1, Oct 15  
Program Ad Reservation: Dec 10, 2011  
Program Ad Copy: Jan 10, 2012

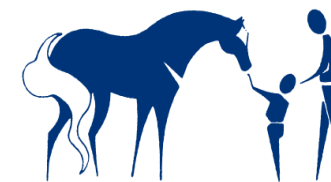
### COMMERCIAL EXHIBITORS

Network with our membership at the Annual Symposium: Commercial booth spaces start at **\$220**. Current exhibitors say that they make the most viable long-term sales contacts at our Symposium. For more information contact us at [info@ayhc.com](mailto:info@ayhc.com).

#### **AYHC WEBSITE BANNER ADVERTISING**

Inquire at [info@AYHC.com](mailto:info@AYHC.com) or call 800.TRY.AYHC

Information updated 6-3-2011



## American Youth Horse Council SPONSORSHIP, ADVERTISING & EXHIBITOR OPPORTUNITIES

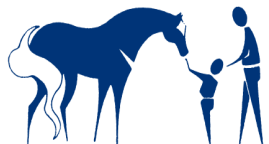
*Join AYHC to help  
Connect Kids Through Horses!*



**Kids + Horses = Magic!**

*AYHC is the umbrella organization providing encouragement, communication, leadership & resources to serve and promote the youth horse industry.*

577 North Boyero Ave. Pueblo West, CO 81007  
[info@ayhc.com](mailto:info@ayhc.com) • 800.TRY.AYHC • Fax:775.256.0382



**About the annual AYHC Symposium:** Initiated in 1977, the Symposium has become a must-attend event in the youth horse industry, attracting leaders who are “out in the field” throughout the United States as they serve in breed associations, equine sport organizations, state extension services and universities, and as individual adults and youth who guide youth horse programs. These leaders work with groups such as 4-H, FFA, U.S Pony Club, National High School Rodeo, breed associations and many others. Symposium events, scheduled over a three-day weekend, include sessions on topics such as youth character development, career tracks, fundraising, creative programming, rider safety, and more. Roundtable discussions that address issues common to the entire horse industry have met with tremendous enthusiasm. The networking and creative problem solving that results from this unique event really shapes the face of our industry. We invite your organization to join us in helping connect kids through horses!

### Year-Round Opportunities . . .

#### DIAMOND SPONSOR

- ◆ Informational piece in Symposium registration packets
- ◆ Full page ad in the Symposium Program
- ◆ Full page ad in each of the four quarterly AYHC newsletters
- ◆ Sponsor category membership in AYHC
- ◆ AHP press release announcing sponsorship
- ◆ Two uses of AYHC membership mailing list for promotion
- ◆ Logo on all AYHC promotional materials and newsletters
- ◆ Logo, link and one banner advertisement on AYHC website
- ◆ One complimentary booth at the Symposium
- ◆ Two VIP passes to Symposium

**Cost: \$5000**

#### PEARL SPONSOR

- ◆ Informational piece in Symposium registration packets
- ◆ Half-page ad in the Symposium Program
- ◆ 4 half-page ads in AYHC newsletters or two full page ads
- ◆ Sponsor category membership in AYHC
- ◆ Listing in all AYHC promotional materials
- ◆ Logo and link on AYHC website
- ◆ One complimentary booth at the Symposium
- ◆ Two VIP passes to Symposium

**Cost: \$3000**

AYHC Diamond and Pearl Sponsors receive exposure to AYHC's diverse membership throughout the year. Listed here are defined sponsorship opportunities, but as always AYHC can work with your corporation or organization to create a custom package!

### 2012 Symposium Specific Opportunities . . .

#### PLATINUM SPONSOR

- ◆ Informational piece in Symposium registration packets
- ◆ Full page ad in the Symposium program
- ◆ Name attached to one major symposium event
- ◆ Sponsor-supplied banner displayed at Symposium
- ◆ Logo on all Symposium promotional materials
- ◆ Logo and link on AYHC website
- ◆ One complimentary booth in the Symposium vendor area
- ◆ Two VIP passes to Symposium

**Cost: \$2000.00**

#### GOLD SPONSOR

- ◆ Informational piece in Symposium registration packets
- ◆ Half-page ad in the Symposium program
- ◆ Logo on all symposium promotional materials
- ◆ Name attached to symposium break or event
- ◆ Logo on AYHC website
- ◆ One complimentary booth in the Symposium vendor area
- ◆ One VIP pass to Symposium

**Cost: \$1500.00**

#### SILVER SPONSOR

- ◆ Informational piece in symposium registration packets
- ◆ Quarter page ad in the Symposium program
- ◆ Recognition on website and in newsletter
- ◆ Listed in program as **Silver** sponsor
- ◆ One VIP pass to Symposium

**Cost: \$1000**

#### BRONZE SPONSOR

- ◆ Listed in the program as a **Bronze** sponsor
- ◆ Recognition on website and in newsletter
- ◆ Listing on Symposium promotional materials

**Cost: \$500**

#### OTHER OPPORTUNITIES

**Participate as a Supporter at \$\_\_\_\_\_**

- ◆ Listed in the Symposium program and in newsletter as a **Supporter**.

**Donate product to the Symposium**

- ◆ Donations will be used for door prizes, silent auction
- ◆ Listed in the proceedings and newsletter as a donor

**All Sponsor levels receive discounted rates on advertisements in the quarterly AYHC newsletter:**

**4 full-page ads: \$695**

**4 half-page ads: \$495**

**4 quarter-page ads: \$295**

#### DETAILS—All Sponsorships:

1. Sponsorship benefits will begin when the completed sponsorship form is received in the AYHC office.
2. Customized sponsor packages are available.
3. Sponsor advertising will begin in the first newsletter after commitment is made if space is available.
4. Complete the enclosed menu to indicate your sponsorship or advertising commitment. To display logo in full color Symposium brochure, commit by Sept 1, 2011. Sponsorship payment is due Sept. 30, 2011.



# American Youth Horse Council

## SPONSORSHIP, ADVERTISING AND EXHIBITOR MENU

Please check off the type of support you would like to offer AYHC, for full sponsor benefits, see AYHC sponsor brochure. Custom sponsor packages are available, contact AYHC for more info.

### CORPORATE SPONSORSHIP

- |                          |   |                                 |
|--------------------------|---|---------------------------------|
| <input type="checkbox"/> | <b>Diamond Corporate Sponsorship</b>  | <b>Cost</b><br><b>\$5000.00</b> |
|                          | Includes Full page ad in 4 newsletters and Symposium program.                         |                                 |
| <input type="checkbox"/> | <b>Pearl Corporate Sponsorship</b>  | <b>\$3000.00</b>                |
|                          | Includes 4 half page or 2 full page newsletter ads and 1/2 page in Symposium program. |                                 |

### AYHC ANNUAL SYMPOSIUM SPONSORSHIP

- |                          |  |                  |
|--------------------------|--|------------------|
| <input type="checkbox"/> | <b>Platinum Symposium Sponsorship</b>      | <b>\$2000.00</b> |
|                          | Includes Full page in Symposium program.   |                  |
| <input type="checkbox"/> | <b>Gold Symposium Sponsorship</b>          | <b>\$1500.00</b> |
|                          | Includes 1/2 page ad in Symposium program. |                  |
| <input type="checkbox"/> | <b>Silver Symposium Sponsorship</b>        | <b>\$1000.00</b> |
|                          | Includes 1/4 page ad in Symposium program. |                  |
| <input type="checkbox"/> | <b>Bronze Symposium Sponsorship</b>        | <b>\$500.00</b>  |
|                          | Includes recognition in Symposium program. |                  |
| <input type="checkbox"/> | <b>Symposium Supporter</b>                 | <b>\$_____</b>   |

AYHC recognizes supporters of all levels including product donation that is used as prizes and in silent and online fundraising auctions. Newsletter advertising is available to Symposium sponsors, see sponsorship brochure for more info.

### ADVERTISING

- |                          |  |  |
|--------------------------|--|--|
| <input type="checkbox"/> | <b>Package Rates-Symposium Program &amp; Newsletter</b>                      |  |
|                          | 5 -Full page ads=\$1095, 5- 1/2 page ads=\$795, 5-1/4 page ads=\$595 \$_____ |  |
| <input type="checkbox"/> | <b>Symposium Program Only</b>  |  |
|                          | Full page=\$695, 1/2 page=\$495, 1/4 page=\$395 \$_____                      |  |
| <input type="checkbox"/> | <b>Website Banner Advertising</b>  |  |
|                          | See back panel of sponsor brochure for pricing \$_____                       |  |

### SYMPOSIUM EXHIBITOR OPPORTUNITIES

- I am interested in exhibiting at the 2012 AYHC Symposium, please send me more information and a booth contract.

### MEMBERSHIP

- |                          |                                    |                 |
|--------------------------|------------------------------------|-----------------|
| <input type="checkbox"/> | <b>CORPORATE AYHC MEMBERSHIP</b>   | <b>\$150.00</b> |
| <input type="checkbox"/> | <b>ASSOCIATION AYHC MEMBERSHIP</b> | <b>\$100.00</b> |

**TOTAL**     **\$\_\_\_\_\_**

Name\_\_\_\_\_

Company/Organization\_\_\_\_\_

Address\_\_\_\_\_ Phone:\_\_\_\_\_

Email:\_\_\_\_\_ Signature:\_\_\_\_\_

Payment: \_\_\_\_\_check enclosed \_\_\_\_\_ please send invoice \_\_\_\_\_ Charge my credit card

Card type:\_\_\_\_\_ Card number:\_\_\_\_\_ Exp. Date:\_\_\_\_\_

Sponsorship benefits begin when signed agreement arrives at AYHC office. Commit by Sept 1 and pay by Sept 30 to be included in full color 2012 brochure.

**Send Completed Form to:** AYHC, attn: Jill Montgomery 577 N. Boyero Ave., Pueblo West, CO, 81007  
info@ayhc.com 800.TRY.AYHC Fax:775.256.0382