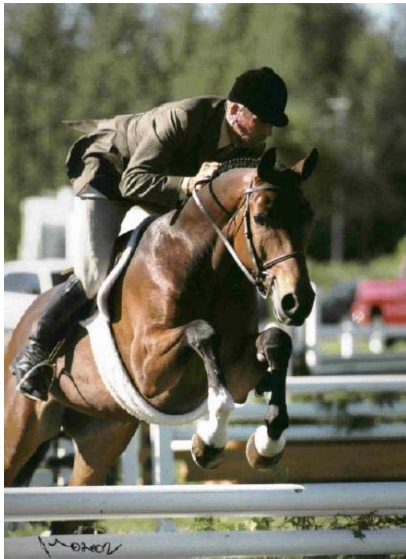


Sponsorship Opportunities
Fieldstone Farm Breeder's Show

OPEN WARMBLOOD and C.S.H.A.
RAWF Star Search Pony Qualifier
Orangeville, Saturday, July 25, 2009
www.fieldstone-farm.com



Equestrian Sport

Breeder's Shows

Canada is recognized as producing fine equestrian athletes for the Equestrian Disciplines. A huge importance is placed on breeding programs, selecting excellent bloodstock for both mare and stallion – resulting in a superior foal – bred for conformation, and sport performance.

Breeder's shows are held throughout the world, to showcase offspring of these fine mare and stallion combinations, and are judged on their ability to become top performance sport horses. This collection of fine young stock – are our future Olympic hopefuls. It all starts at this level.

Support your Canadian Equestrian Industry

North America now has a number of world-class competitions and competitors. If, we are to remain competitive as a nation, we must breed and promote our equine athletes for all of these international competitions. Only in this way can we hope to be competitive at international equestrian events.

The Fieldstone Farm Triple Crown Series

We are conducting our 8th annual breeder's show, with 3 exciting shows in one, here in Hockley Valley, Ontario at Fieldstone Farm. We will feature horses competing in classes throughout the day, judged on conformation and movement, and dressage and hunter suitability classes. We will be holding sanctioned shows for the Canadian Sport Horse Association *as well as*, Open Warmblood classes and our second year as a Royal Agricultural Winter Fair qualifier for the Star Search Pony classes! Weanlings (up to 1 year old) through 3 year olds, stallions, broodmares and a special class for Thoroughbreds may compete. We will be using recognized Judges from several disciplines, and our ring stewards, ring announcers, staff and medics are well versed and trained in equestrian sport.

Promotion

- The Fieldstone Farm Shows will be aggressively promoted to both general and specially focused audiences. Marketing efforts in Ontario will include the placement of display ads in leading equestrian periodicals, local newspapers, literature at regional and national level competitions, and distribution of press materials to specialized and general interest publications.
- The Canadian Sport Horse Association, The Canadian Warmblood Association and Fieldstone Farm websites, will advertise the show details, prize list, sponsors and Title Sponsors.
- Show Programs will be distributed via tack shops, feed stores and other retailers throughout the Southern Ontario area and will be available to all participants at the show.

Sponsorship Opportunities

We are approaching interested, high-profile corporations to support and encourage our Canadian Breeders to produce the best equestrian partners possible. Sponsors of the Fieldstone Farm Triple Crown Series will receive the following coverage at both the Breeders and Dressage series shows:

Gold Sponsorship: \$1,200.00

- Incorporation of sponsor's logo in all advertising and promotional materials
- Prominent display of logo signage at competition
- Class sponsorship with trophy and announcer mention
- Inclusion of logo (with interactive linkage) within the Fieldstone Farm web site

Silver Sponsorship: \$600.00

- Announcer mention, signage, and customized message relating to equestrian industry
- Class sponsorship with trophy using company or person's name

Bronze Sponsorship: \$250.00

- Announcer mention, signage, and customized message relating to equestrian industry
- Business Card ad in Program and Class Sponsorship message

Title Sponsorship \$5,000, Event Sponsorship \$3,000, Feed & Pharmaceutical and Performance Horse sponsorships are also available, please call us for more details on these very detailed and high-exposure opportunities.

We hope that we can count on your support of this equestrian event and do hope that you will take advantage of the Sponsorship Opportunities for the series.

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