SHOWDOWN OF THE FUTURE
The Legacy
SEPTEMBER 27-29, 2024
LAKESIDE ARENA
FRANKFORT, KY
Sponsorship Opportunities

The Legacy

SHOWDOWN OF THE FUTURE

**The Legacy** promises a dynamic and engaging experience with college equestrian recruiting, YEDA competitions, diverse ranch events, valuable clinics, and enticing prizes making it an event worth attending for youth equestrians and enthusiasts alike.

together we are

# “Bridging the Gap”

between ranch horse events, catch ride showing, and colliegiate riding programs

# Sponsorship Opportunities

## Investing in the Showdown of the Future

We are thrilled to invite you to be a key partner in shaping the future of the equine industry by supporting The Legacy "Showdown of the Future" Youth Ranch Horse and YEDA Show. This groundbreaking event is meticulously designed to bridge the gap between ranch events, draw format riding (YEDA), and collegiate riding programs, providing a unique platform for young equestrians to showcase their talent and passion.

By becoming a sponsor, you will not only align your brand with the future stars of the equine world, but also enjoy unparalleled visibility. Our sponsorship packages offer extensive social media exposure, dedicated vendor booth space, product highlights, prominent logo placement in printed programs, and featured recognition on our website. This comprehensive exposure ensures that your brand will be in the spotlight before, during, and long after the event, reaching a diverse audience of horse enthusiasts, industry professionals, and beyond.

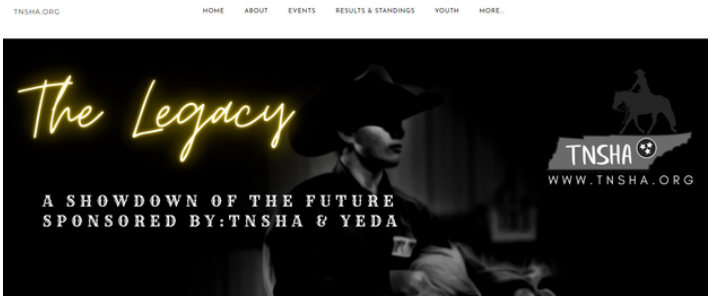
More than just a sponsorship opportunity, your support plays a crucial role in nurturing the next generation of riders and industry leaders. The Legacy "Showdown of the Future" is not merely an event; it's a commitment to cultivating the passion and potential of young equestrians who represent the future of the equine community.

Join us in championing this significant endeavor, and together, let's forge a legacy that resonates with the heart of the equine industry. Your partnership will contribute to the growth and success of both the event and the promising youth who are at the forefront of shaping the future of the equine industry.

We look forward to the privilege of having your esteemed brand as a vital part of The Legacy "Showdown of the Future" Youth Horse Show.

The Legacy

SHOWDOWN OF THE FUTURE




**Our Reach.** The Legacy participants is not limited to only Tennessee, We have equestrian enthusiasts from Alabama, Arkansas, Georgia, Indiana, Illinois, Kentucky, Missouri, Mississippi, South Carolina, North Carolina, Ohio, Texas, and Tennessee attend our events. Our mission to helping participants to ride a better horse appeals to all levels of competitors. By actively utilizing print, social media, website traffic, and leveraging the promotional efforts of our parent organization, TNSHA, sponsors and vendors can confidently anticipate a prosperous event with enhanced visibility and recognition.

**Print.** Unlock unparalleled exposure for your business in The Legacy program booklet—the go-to resource for our main event. Your brand will captivate the attention of hundreds of competitors actively engaged in our event and reach potential participants through strategic distribution at key horse enthusiasts' locations.

**Social Media/Website Marketing.** With over 150k website views and a Facebook page reaching over 77k, your brand will enjoy widespread visibility and recognition.TNSHA.org has a page solely dedicated to the promotion of The Legacy. Along with our digital program our website provides an excellent place for brand exposure as people seek information about the event, clinics, college partners, vendors and special events.

The Legacy

SHOWDOWN OF THE FUTURE

FRANKFORT, KY

# LAKESIDE ARENA

FACILITY

## Features:

2 Indoor Arenas

2 Outdoor Arenas

200 Stalls

High Traffic Vendor Areas

College Riding Program Spotlight

# Sponsorship Opportunities

Investing in the Showdown of the Future

*All sponsorships assist in covering division scholarship money, awards, and prizes.*

## Title Sponsor: $10,000

***The Legacy brought to you by: <Your Brand Here>***

Elevate your brand by becoming the Title Sponsor of The Legacy "Showdown of the Future." As our esteemed title sponsor, you'll enjoy unparalleled exposure both before and during the event. Align your company with quality horse shows and clinics that nurture the youth and future of our industry.

The Title Sponsorship package encompasses a prime 20 x 10 vendor space, a back cover program ad, banner placement in all arenas, extensive website and social media promotions, along with prominent logo placement on all event marketing materials. 40% of investment goes toward scholarship monies and remaining investment will be split among prizes and awards

## Arena Sponsor: $5,000

***Reining will be held in the <Your Brand Here> Arena***

The hosting venue boasts 2 Indoor Arenas and 2 Outdoor Arenas, where a variety of special events, clinics, and ranch activities will unfold throughout the weekend. By choosing to sponsor one of these arenas, your brand will gain visibility through regular announcements and program listings that highlight your business with specific events.

The Arena Sponsorship package encompasses a 10x10 vendor space, a Full page ad in the program, an exclusive banner prominently displayed in the sponsored arena, extensive website and social media promotions, name recognition in text communications related to your sponsored arena, and logo placement on all event marketing materials. 40% of investment goes toward scholarship monies and remaining investment will be split among prizes and awards

# Sponsorship Opportunities

Investing in the Showdown of the Future

## Drag Sponsor: $2,500

***This Drag is brought to you by: <Your Brand Here>***

Elevate your brand visibility through the arena drag experience. By sponsoring the drag, your brand will be announced during each grooming session, with a banner prominently displayed on the drag equipment. With multiple groomings scheduled throughout the weekend in all 4 arenas, your business will enjoy continuous exposure.

The Drag Sponsorship package includes a 10 x 10 vendor space, a 1/2 page program ad, banner placement on the tractor drag, comprehensive website and social media promotions, along with logo placement on all event marketing materials. 40% of investment goes toward scholarship monies and remaining investment will be split among prizes and awards

## For the Future Sponsor:

**Levels of support for the future of our industry**

All investments will go towards awards, prizes and cash scholarships

**Gold Sponsor: $500**

Includes 10x 10 vendor space or priority stall placement, logo placement in program, banner placement in one of the main arena, website and social media promotions, 3-5 daily announcements throughout the event

**Silver Sponsor: $250**

Includes logo placement in program, banner placement in main arena, website and social media promotions, 3-5 announcements throughout the event

**Bronze Sponosor: $100**

Logo placement in program, banner placement, 2-4 announcements throughout the event

# Sponsorship Committment

Sponsor Name: _____

Contact Name: _____

Contact Number: _____

Contact Email: _____

Address: _____

City, State: _____ Zip: _____

| Check the box of Commitment Level | Sponsorship Committment | Investment |
|---|---|---|
| | Title Sponsor<br>1 available | $10,000 |
| | Arena Sponsor<br>4 available | $5,000 |
| | Drag Sponsor<br>2 available | $2,500 |
| | Future Sponsor<br>Gold Level | $500 |
| | Future Sponsor<br>Silver Level | $250 |
| | Future Sponsor<br>Bronze level | $100 |

**Please send sponsorship investment and form to**
**"The Legacy" TNSHA 3812 Woodbury Pike Murfreesboro, TN 37127**
**Checks made out to TNSHA**
**For questions please contact Courtney Smith 423-309-8386**