



MAC
EQUIPMENT, INC.

Indoor Arena

Event Sponsorship Proposals

**Big
Thunder**
DRAFT HORSE SHOW
2022

JANUARY 14-16



To sponsor a Hitch, please contact:

Dana Drake

(970) 619-4102

Dana.Drake@spectraxp.com



The Ranch Events Complex
Big Thunder Draft Horse Show
Partnership Opportunities



The Event



Be a part of the excitement these magnificent draft horses exhibit, as skilled drivers navigate their powerful teams in a series of judged maneuvers.

Big Thunder is a show that hitch's love to be a part of. There are sixteen hitches for 2022, and the wait list is long and prestigious.

Weighing in at one ton each, these Clydesdale, Percheron and Belgian horses are decked out in custom crafted patent leather and chrome harnesses, pulling historically restored wagons.

Traveling from across the nation and Canada, as well as Colorado favorites, many of these hitches hold National and World Champion status. They go head to head in the show ring vying for first place and important points to qualify for the end of year North American Six-Horse Classic Series Finals.

From the Single Cart Classes to the breathtaking Six and Eight Horse Hitches, the competition is steep! You can count on them showing at their best to accomplish a winning performance.

In addition to the Hitch classes, there is entertainment, and the always popular kids stick horse race. The Big Thunder Show entertains audiences of all ages.

Held over the course of three days, Friday thru Sunday, your sponsorship will gain exposure through:

- Multiple marketing opportunities
- Hitch and stall signs with hitch's entering up to (16) classes
- Over 3,000 onsite attendees in addition to livestreamed audiences
- Thursday night dinner with your sponsored Hitch
- Up close and personal interactions with your sponsored Hitch pre & post show
- Ad space in programs distributed to ticket holders and Hitches.
- Some sponsorship levels offer you VIP seating, one-on-one tours, and the opportunity to **ride out of the arena on a six or eight horse hitch.**

We encourage you to participate in the Annual Big Thunder Draft Horse Show, offering performances of excellence, while bringing back all the traditions of yester-year.



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PRESENTING SPONSORSHIP

Big Thunder Draft Horse Show Presented by “Company Name”

Pre-Event Marketing

- Inclusion on all marketing buys promoting the show

On-Site Exposure

- 200sq ft. (10' X 20') Display/Vendor Space for duration of event
- Option to distribute collateral/promotional items in seats or on-the out
- (4) Banners to be displayed in MAC Equipment Indoor Arena, East Pavilion and West Pavilion
- Full page ad (5”x8”) in program to reach approx 3,000 people over course of the show
- Ability to showcase an event promotion highlighting your company during each show
- Banner to be displayed on tailgate & stalls of Hitch
 - Name mentioned during each event sponsored hitch competes in. *“Next to compete, ABC hitch presented by **Company Name**”*
- Total of six (6) PA announcements during event. Two (2) per show
- Logo on LED Video Boards in MAC Equipment, Inc. Indoor Arena during event
- First right of refusal for 2022 presenting sponsor

Hospitality

- One on one, VIP tour of sponsored hitch
- Thursday Meet N Greet Dinner for six (6) people with (1) complimentary drink ticket each, to be introduced to sponsored hitch
- Invitation to performance of your choice for (1) person to ride out of arena on the six horse or eight horse Sponsored Hitch (six horse hitch Friday or Saturday, eight horse hitch Sunday)
- (8) VIP Tickets to one performance of your choice with complimentary bar ticket per person or (20) General admission tickets

Value of Sponsorship: \$3,000



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SIX OR EIGHT HORSE HITCH SPONSORSHIP

Six or Eight Horse Hitch Class presented by... (Total of (3) performances-one each day)

On-site Exposure

- 100sq ft. (10' X 10') Display/Vendor Space for duration of event
- (3) Banners to be displayed in MAC Equipment East Pavilion and West Pavilion
- Banner to be displayed on tailgate of hitch
 - Name mentioned during each event sponsored hitch competes in. *“Next to compete, ABC hitch presented by **Company Name**”*
- 1/2 page (4"x5) ad in program to reach approx 3,000 people over course of the show
- Total of three (3) PA announcements during event; one (1) per show
- In-event promotional opportunity
- First right of refusal for 2022 Six or Eight Horse Hitch Class Sponsor
- Logo on LED Video Boards in MAC Equipment, Inc. Indoor Arena

Hospitality

- Meet N Greet Dinner for four (4) people on Thursday to be introduced to sponsored hitch
- Invitation to performance of your choice for one (1) person to ride out of arena on the six horse or eight horse Sponsored Hitch (6 horse hitch Friday or Saturday, 8 horse hitch Sunday)
- (12) General admission tickets to the performance of your choice

Value of Sponsorship: \$ 1,500



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STICK HORSE RACE SPONSORSHIP (limit 1)

Stick Horse Race presented by...

(Total of (3) performances-one each day)

On-site Exposure

- 100 sq ft. (10' X 10') Display/Vendor Space for duration of event
- Total of three (3) PA announcements during event-one (1) per show
- Banner displayed in arena during event
- Banner to be displayed on tailgate & stalls of hitch
- 1/4 (2"x2.5") page ad in program to reach approx 3,000 people over course of the show
- First right of refusal for 2020 Stick Horse Competition Sponsor
 - Sponsor can sponsor stick horses for competitors
 - Sponsor can provide prizes for winners (i.e. gift certificates)

Hospitality

- Meet N Greet Dinner for four (4) people on Thursday to be introduced to sponsored hitch
- (8) General Admission Tickets to event

Value of Sponsorship: \$ 1,250



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INDIVIDUAL HITCH SPONSOR

On-site Exposure

- Banner to be displayed on tailgate and stall of Sponsored Hitch
- Name mentioned during each event sponsored hitch competes in. *“Next to compete, ABC hitch presented by **Company Name**”*
- 1/4 page (2”x2.5”) ad in program to reach approx 3,000 people over course of the show

Hospitality

- Meet N Greet Dinner for four (4) people on Thursday to be introduced to sponsored hitch
- (4) General Admission Tickets to event

Value of Sponsorship: \$500



*All costs associated with the production of artwork, advertising copy, signage and any other materials of the **Sponsor** will be at the sole expense of **Sponsor***



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