

March 12-14, 2027
FarmBureau LivestockPavilionatMSU
East Lansing,Michigan

Hosted By  MICHIGAN HORSE COUNCIL



SPECIAL PERFORMANCES



MICHIGAN HIGH SCHOOL RODEO
Friday Night Rodeo



MANE EVENT
Saturday Night



SPECIAL GUEST:
Sunday



MICHIGAN HORSE EXPO MOUNTED POLICE COLOR PRESENTATION
Daily Performance



CLINICS, DEMONSTRATIONS & SEMINARS
Multi-Discipline Clinics, Educational Demonstrations & Seminars

ACTIVITIES



MOUNTED POLICE UNIFORM COMPETITION
Michigan Horse Council's 4th Annual Competition



EXTREME COWBOY CHALLENGE
Celebrity Competitors, Clinicians and Exhibitors Compete on a trail course for Championship Title.



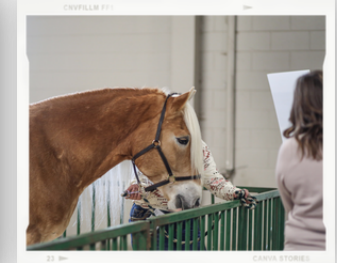
EQUINE SHOWCASES
Great Lakes Horse Power Hour & Equine Highlight Hour Showcasing Breeds, Stallions, Associations & Training Programs



OVER 200+ VENDORS
Retail & Association Vendors



YOUTH AREA
Activities & Prizes For Youth Attendees



OVER 300+ HORSES
Representing Over 2 Dozen Breeds

WWW.MIHORSEEXPO.COM

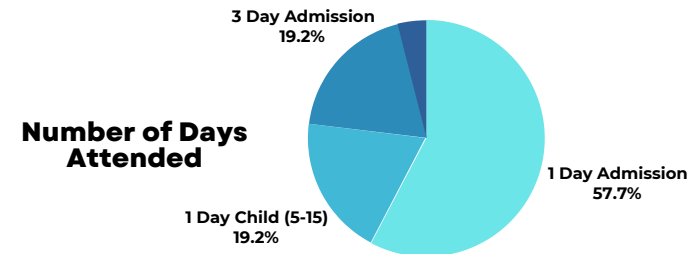
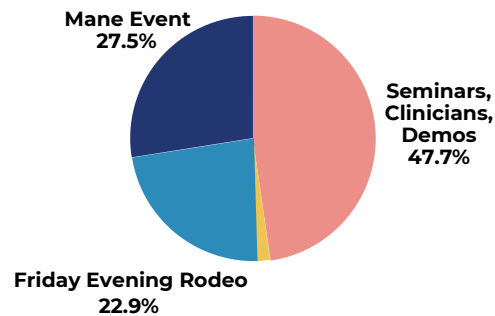


The Michigan Horse Council developed the Michigan Horse Expo 43 years ago to host an exciting weekend that unites the equestrian community with vendors, clinicians, trainers, riders, youth and families. The Michigan Horse Expo is the main fundraiser for the Michigan Horse Council helping fund scholarships, grants, advertising and to cover operational costs.

By sponsoring the Michigan Horse Expo you are supporting the Horse Industry.

We offer a variety of sponsorship packages to fit every budget. If you don't see a package that fits your advertising needs, contact us to create a custom package.

Main Reason for Attending



Social Media Recap: Facebook

Views

1,047,678



Reach

218,876 ↑ 588.5%



1,000,000 +
Views on Social Media
Platforms per year

63,000+
Website Views Per Year



Sponsorship Packages

Levels	Supporter	Equine Alley Title	Clinician	Gold Seminar Room Title	Platinum RoundPen Title	Elite Main Arena Title
Main Arena Banner	✗ ✗	✓	✓	✗	✓	✓
Round Pen Banner	✗ ✗	✗	✗	✗	✓	✓
Seminar Rooms Poster/Banner	✗ ✗	✗	✗	✓	✗	✓
Livestream Commercial 30 sec	✗ ✗	✗	✓	✗	✓	✓
Livestream Slideshow- Logo	✓ ✓	✓	✓	✓	✓	✓
Clickable Logo on Website	✓ ✓	✓	✓	✓	✓	✓
Social Media Commercial	✗ ✗	✓	✓	✓	✓	✓
Show Program Advertisement	✗ 1/2 Page	1/2 Page	1/2 Page	1/2 Page	Full Page	(2) Full Pages
VIP Weekend Tickets	✗ ✗	4 Tickets	4 Tickets	4 Tickets	6 Tickets	8 Tickets
Additional		<ul style="list-style-type: none"> Stallion Alley Title Stallion Alley Shirts with Company Logo 	<ul style="list-style-type: none"> Clinician Button Up Shirts with Company Logo on Patch *multiple sponsors* 	<ul style="list-style-type: none"> Seminar Room Title Displayed Free 10'x10' Booth Space Presentation Time 	<ul style="list-style-type: none"> Round Pen Title Displayed Free 20'x10' Booth Space Presentation Time 	<ul style="list-style-type: none"> Main Arena Title Displayed Free 30'x10' Booth Space Presentation Time
	\$250 \$500	\$2,500	\$3,500	\$4,000	\$5,000	\$7,500

**Must Supply Banner



EVENTS AVAILABLE TO SPONSOR

MOUNTED POLICE UNIFORM COMPETITION

MICHIGAN HIGH SCHOOL RODEO

EXTREME COWBOY CHALLENGE

MANE EVENT

SUNDAY SPECIAL GUEST/ EVENT (TBD)

\$1,000

Event Sponsor

- Round Pen Banner. Must Supply Banner
- Social Media Logo on Event Advertisement.
- 1/4 Page Ad in Show Program.

\$250

Event Co-Sponsor

- Sponsorsignage in Round Pen. Must supply banner.
- Social Media Logo on Event Advertisement.

\$600

Chute Sponsor

- Chute Sign.
- Social Media Logo on Event Advertisement.
- Announced as Chute Sponsor.
- 6 complimentary Rodeo tickets.

\$250

Event Co-Sponsor

- Sponsorsignage in Main Arena. Must supply banner.
- Announced as Co-Event Sponsor.
- Social Media Logo on Event Advertisement.
- 4 complimentary Rodeo tickets.

\$2,000

Title Sponsor

- "Your Company" Extreme Cowboy Challenge
- Main Arena Banner.
- Livestream Logo Slideshow
- 1/2 Page Ad in Show Program.

\$750

Event Co-Sponsor

- Sponsorsignage in Main Arena. Must supply your own banner.
- Announced as Co-Event Sponsor.
- 1/2 Page Ad in Show Program.
- Social Media Logo On Event Advertisement.

\$5,000

Title Sponsor

- "Your Company" Mane Event.
- Main Arena Banner.
- Livestream 30 second commercial played before and during event.
- Full Page Ad in Show Program.

\$1,000

Event Co-Sponsor

- Sponsorsignage in Main Arena. Must supply your own banner.
- Announced as Co-Event Sponsor.
- 1/2 Page Ad in Show Program.
- Social Media Logo On Event Advertisement.

\$4,000

Title Sponsor

- Brought to you by "Your Company"
- Social Media Logo
- Main Arena Banner
- Livestream Logo Slideshow
- Full Page Ad in Show Program.

\$1,250

Co-Sponsor

- Sponsorsignage in Main Arena. Must supply banner.
- Announced as Co-Sponsor.
- 1/2 Page Ad in Show Program.
- Social Media Logo On Advertisement.



Presenter Opportunities

Levels	Contributing Presenter	Supporting Presenter	Associate Presenter	Partner Presenter	Champion Presenter	Victor Presenter
Main Arena Banner	✗	✗	✓**	✗	✗	✓
Round Pen Banner	✗	✗	✗	✓**	✓	✓
Seminar Rooms Poster/Banner	(1) Presentation Slot	(2) Presentation Slots	(2) Presentation Slots	(1) Presentation Slot	(1) Presentation Slot	(1) Presentation Slot
Round Pen Presentation	✗	✗	✗	(1) Presentation Slot	(1) Presentation Slot	(1) Presentation Slot
Livestream Slideshow- Logo	✓	✓	✓	✓	✓	✓
Clickable Logo on Website	✓	✓	✓	✓	✓	✓
Social Media Advertisement	✗	✓	✓	✓	✓	✓
Show Program Advertisement	✗	✗	✗	1/4 Page	1/2 Page	(1) Full Page
Complimentary Tickets	✗	✗	2 Tickets	2 Tickets	2 Tickets	4 Tickets
Additional						<ul style="list-style-type: none"> Can select to Present twice in Round Pen instead
	\$200	\$350	\$500	\$650	\$800	\$1,000

**Must Supply Banner

Product



GIFTCARD GIVEAWAYS



PRODUCT GIVEAWAYS

Given away during Clinics, Social Media, Events and/or Giveaways



AWARDS



DOOR PRIZES

250-1,000 Items



EXHIBITOR GIFTS

50 Equine Alley Exhibitors
200+ Vendors
300+ Horses in Attendance

INTERESTED IN SPONSORING/SENDING PRODUCTS?
CONTACT US AT
INFO@MICHIGANHORSECOUNCIL.COM FOR A
CUSTOM SPONSORSHIP PACKAGE.



Sponsorship Form

Sponsorships are sold on a first-come, first-served basis.

For details regarding sponsorship, contact
info@michiganhorsecouncil.com

Please type or print name as it should appear in Program and on Website:

Company Name:

Address:

City, State, Zip:

Telephone: (.....) E-Mail:

Website Address:

Contact Person:

Authorized signature and Date:

Sponsorship Package & Total Sponsorship:

Mail this form with payment by November 1, 2026 to:

Michigan Horse Expo, PO Box 22008 Lansing, MI 48909

or

we can invoice you for Electronic Payment!

Make all checks payable to Michigan Horse Expo.

We would love to partner with you! Customized options are available.

