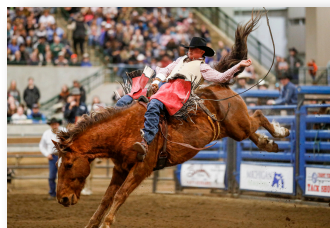


**March 7-9, 2025**  
**MSU Livestock Pavilion**  
**East Lansing, Michigan**

Hosted By  **MICHIGAN HORSE COUNCIL**



## SPECIAL PERFORMANCES



### **MICHIGAN HIGH SCHOOL RODEO**

Friday Night Rodeo  
March 7, 2025



### **MANE EVENT**

Pro/Celebrity Cutting  
Competition  
Saturday Night  
March 8, 2025



### **MICHIGAN MUSTANG SERIES COMPETITION & AUCTION**

Sunday  
March 9, 2025



### **MICHIGAN HORSE EXPO MOUNTED POLICE COLOR PRESENTATION**

Daily Performance



### **CLINICS, DEMONSTRATIONS & SEMINARS**

Multi-Discipline Clinics,  
Educational  
Demonstrations &  
Seminars

## ACTIVITIES



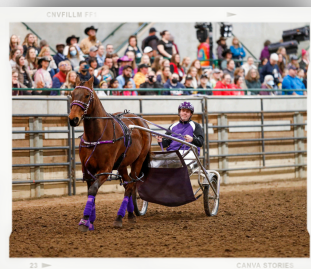
### **MOUNTED POLICE UNIFORM COMPETITION**

Michigan Horse Council's  
3rd Annual Competition



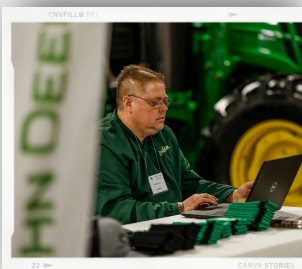
### **EXTREME COWBOY CHALLENGE**

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



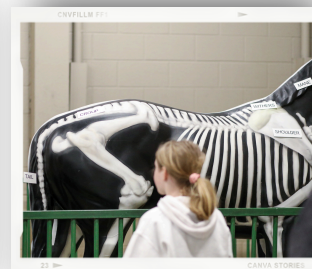
### **EQUINE SHOWCASES**

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



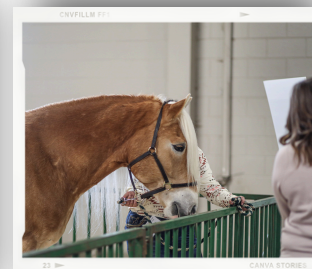
### **OVER 200+ VENDORS**

Retail & Association  
Vendors



### **YOUTH AREA**

Activities & Prizes For  
Youth Attendees



**OVER 300+ HORSES**  
Representing Over 2  
Dozen Breeds

[WWW.MIHORSEEXPO.COM](http://WWW.MIHORSEEXPO.COM)

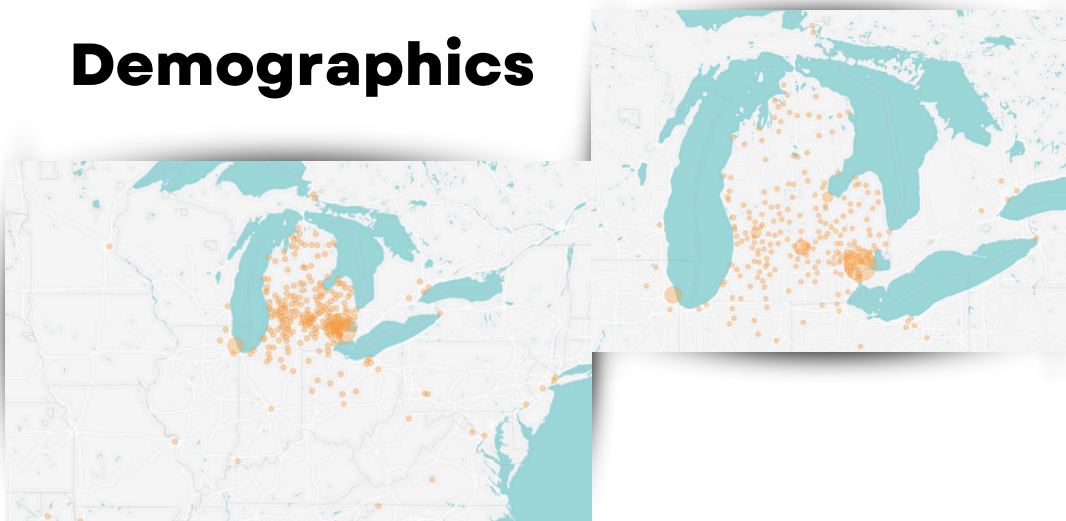


The Michigan Horse Expo has been carefully built over the last 42 years to accommodate the horseless horse lovers, new horse owners, and seasoned professionals. There is always something that everyone will enjoy at the Michigan Horse Expo®. Mare owners can view stallions of different breeds from around Michigan in Stallion Alley. Dozens of clinics, seminars and educational events are presented by top horse professionals from both Michigan and around the country. More than 200 booths offer shopping opportunities for anything that has to do with a horse. Thrill to the action of the Michigan High School Rodeo Association Rodeo on Friday evening, as well as the unique combined mounted sheriff's posses' Color Presentation each day and a Mane Event on Saturday Night.

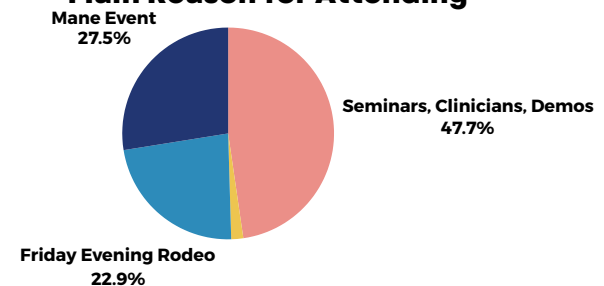
The Michigan Horse Expo® is produced and owned by the Michigan Horse Council (MHC). All proceeds from the Michigan Horse Expo® are returned to the MHC and are used to "Promote and Protect" the equine industry in Michigan, through leadership, education, service and communication.

As Michigan Horse Council and Michigan Horse Expo® strive to be the leaders for the equine community in Michigan, we also want to invite equine leaders such as your company which has played such a large impact already.

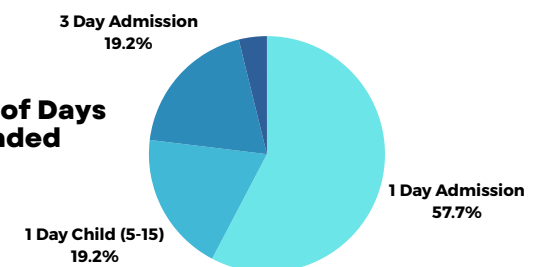
## Demographics



### Main Reason for Attending



### Number of Days Attended





# Sponsorship

Levels	Youth Area		Stallion Alley Title	Clinician	Gold Seminar Room Title	Platinum Round Pen 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	Youth Area Banner**	Youth Area Banner	<ul style="list-style-type: none"> <li>Stallion Alley Title</li> <li>Stallion Alley Shirts with Company Logo</li> </ul>	<ul style="list-style-type: none"> <li>Clinician Button Up Shirts with Company Logo on Patch</li> </ul>	<ul style="list-style-type: none"> <li>Seminar Room Title Displayed</li> <li>Free 10x10' Booth Space</li> <li>Presentation Time</li> </ul>	<ul style="list-style-type: none"> <li>Round Pen Title Displayed</li> <li>Free 20x10' Booth Space</li> <li>Presentation Time</li> </ul>	<ul style="list-style-type: none"> <li>Main Arena Title Displayed</li> <li>Free 30x10' Booth Space</li> <li>Presentation Time</li> </ul>
	\$250	\$500	\$2,500	\$3,500	\$4,000	\$5,000	\$7,500



\*\*Must Supply Banner



# Presenter Sponsorship

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"> <li>Can select to Present twice in Round Pen instead</li> </ul>
	\$200	\$350	\$500	\$650	\$800	\$1,000

\*\*Must Supply Banner





# EVENTS AVAILABLE TO SPONSOR

## MOUNTED POLICE UNIFORM COMPETITION

**\$500**

### *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*

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

## MICHIGAN HIGH SCHOOL RODEO

**\$600**

### *Chute Sponsor*

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

**\$250**

### *Event Co-Sponsor*

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

## EXTREME COWBOY CHALLENGE

**\$1,000**

### *Title Sponsor*

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

**\$500**

### *Event Co-Sponsor*

- Sponsor signage 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.

## MANE EVENT

**\$5,000**

### *Title Sponsor*

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

**\$1,000**

### *Event Co-Sponsor*

- Sponsor signage 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.

## MICHIGAN MUSTANG SERIES COLT STARTING EVENT

**\$3,500**

### *Title Sponsor*

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

**\$1,000**

### *Co-Sponsor*

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

# Product

## SPONSORSHIP



### **GIFTCARD GIVEAWAYS**



### **PRODUCT GIVEAWAYS**

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



### **AWARDS**



### **DOOR PRIZES**

250-1,000 Items



### **EXHIBITOR GIFTS**

50 Stallion Alley Exhibitors  
200+ Vendors

INTERESTED IN SPONSORING/SENDING PRODUCTS?  
CONTACT JEN PECK AT  
JENNIFER@MICHIGANHORSECOUNCIL.COM FOR A  
CUSTOM SPONSORSHIP PACKAGE.



# Sponsorship Form 2025

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

For details regarding sponsorship, contact  
Jennifer Peck [jennifer@michiganhorsecouncil.com](mailto:jennifer@michiganhorsecouncil.com)  
(269)532-0207

**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 December 15, 2024  
to: Michigan Horse Expo, PO Box 222 Hartland, MI 48353**

**Make all checks payable to Michigan Horse Expo.**

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

