

March 8-10, 2024
MSU Livestock Pavilion
East Lansing, Michigan

Hosted By  MICHIGAN HORSE COUNCIL



Main Arena
Livestreamed through
The Cowboy Channel+ App
COWBOY CHANNEL+

FEATURING:
DAN JAMES &
STEVE LANTVIT

SPECIAL PERFORMANCES



MICHIGAN HIGH SCHOOL RODEO
Friday Night Rodeo
March 8, 2024



MANE EVENT
Saturday Night
March 9, 2024



AMBERLEY SNYDER
SUNDAY SPECIAL GUEST
Sunday
March 10, 2024



MICHIGAN HORSE EXPO MOUNTED POLICE COLOR PRESENTATION
Daily Performance



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

ACTIVITIES



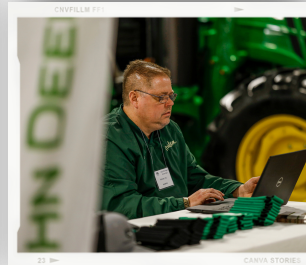
MOUNTED POLICE UNIFORM COMPETITION
Michigan Horse Council's 2nd Annual Competition



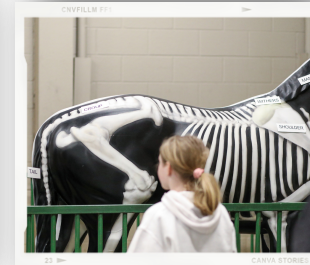
EXTREME COWBOY CHALLENGE
Celebrity Competitors, Clinicians and Exhibitors Compete on a trail course for Championship Title.



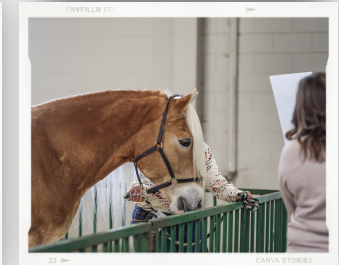
EQUINE SHOWCASES
Great Lakes Horse Power Hour & Equine Highlight Hour Showcasing Breeds, Stallions, Associations & Training Programs



OVER 200+ VENDORS
Retail & Association Vendors



YOUTH AREA
Activities & Prizes For Youth Attendees



OVER 300+ HORSES
Representing Over 2 Dozen Breeds

WWW.MIHORSEEXPO.COM

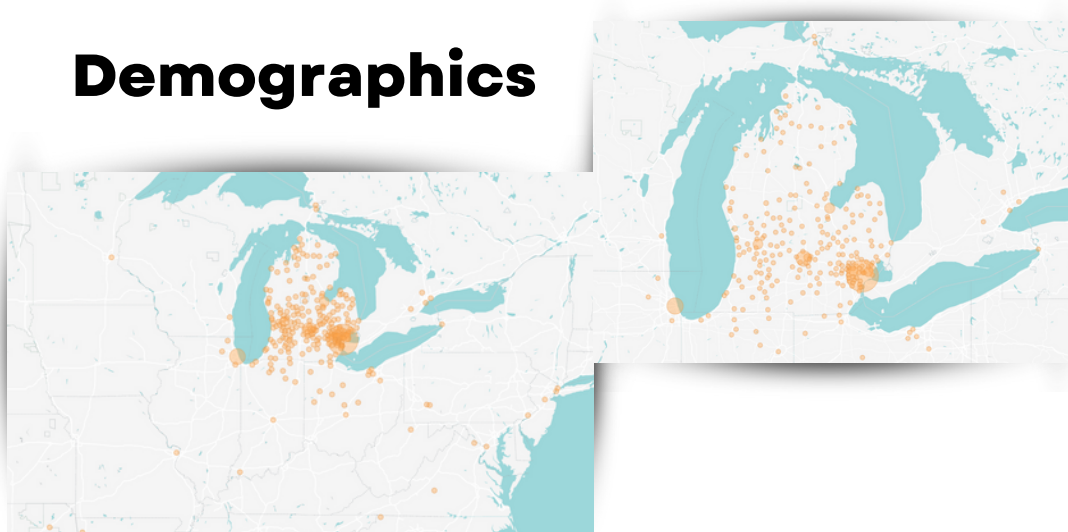


The Michigan Horse Expo has been carefully built over the last 40 years to accommodate the horseless horse lovers, new horse owners, and seasoned professionals. There is always something that everyone will enjoy at the Michigan Horse Expo®. Mare owners can view stallions of different breeds from around 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.

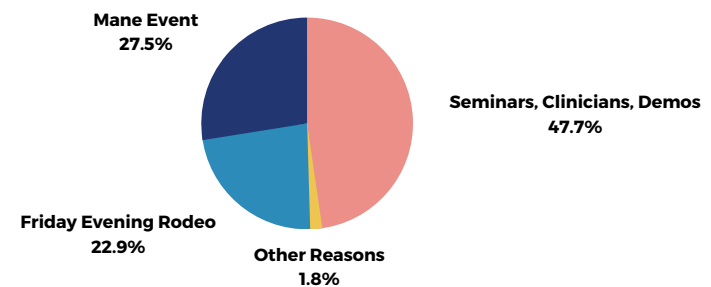
The Michigan Horse Expo® is produced and owned by the Michigan Horse Council (MHC). All proceeds from the Michigan Horse Expo® are returned to the MHC and are used to "Promote and Protect" the equine industry in Michigan, through leadership, education, service and communication.

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.

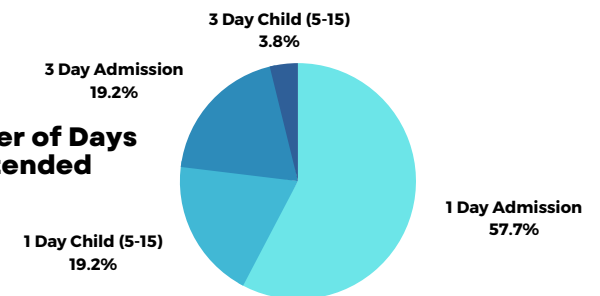
Demographics



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	×	×	SOLD	SOLD	×	SOLD	SOLD
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"> Stallion Alley Title Stallion Alley Shirts with Company Logo 	<ul style="list-style-type: none"> Clinician Button Up Shirts with Company Logo on Patch 	<ul style="list-style-type: none"> Seminar Room Title Displayed Free 10x10' Booth Space Presentation Time 	<ul style="list-style-type: none"> Round Pen Title Displayed Free 20x10' Booth Space Presentation Time 	<ul style="list-style-type: none"> Main Arena Title Displayed Free 30x10' 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

AMBERLEY SNYDER SUNDAY SPECIAL GUEST

\$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.

\$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.

\$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.

\$3,500

Title Sponsor

- "Your Company" ManeEvent.
- Main Arena Banner.
- Livestream 30 second commercial played before and during event.
- Full 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.

\$2,500

Sponsor

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

\$500

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

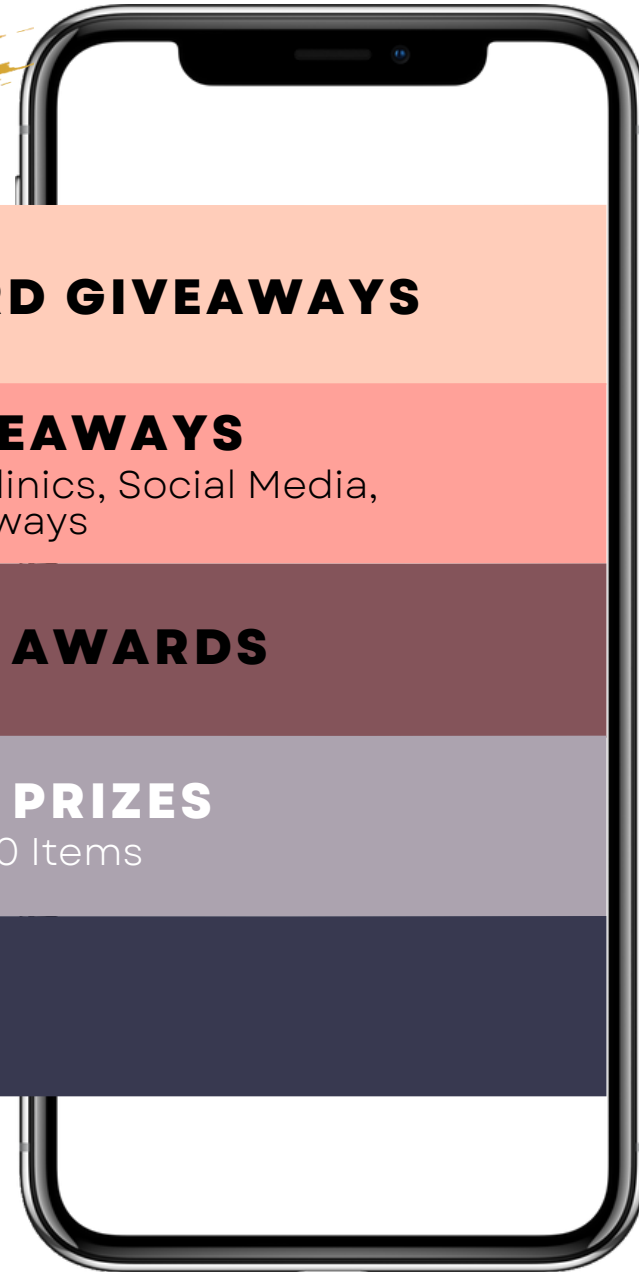
250-1,000 Items



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 2024

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

For details regarding sponsorship, contact
Jennifer Peck 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 March 1, 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.

