



**Saskatchewan
Horse Federation**

**2020
Sponsorship
Information**

Thank you for considering a sponsor partnership with the Saskatchewan Horse Federation.

The Saskatchewan Horse Federation is a non-profit, volunteer driven organization, committed to representing, promoting and advancing equine sport interests in Saskatchewan. We are currently in our 43rd year as the governing body for equestrian sport in the province, and our wish is to see the lives of people in Saskatchewan enhanced through lifelong involvement and fun in equestrian activities.

Our 5,000+ members make a significant economic impact in our province as they travel, compete, and care for their horses. Each year owners of competition horses spend hundreds of thousands of dollars on restaurants, hotels, fuel, trucks, trailers, farm equipment, tack, farriers and massage. There are thousands of equestrian enthusiasts in Saskatchewan and whether you simply wish to assist our sport or to enhance your business opportunities, this is your chance to be a part of it.

The SHF Heritage Circuit is a provincial competition series that involves over 65 events each year. These competitions take place in all areas of the province, from Meadow Lake to Maple Creek, Nipawin to Estevan, in smaller towns and larger cities. In addition to helping preserve the heritage of our summer agricultural fairs and exhibitions, the Heritage Circuit provides a “Sport for All” platform that is the starting point for many athletes and the springboard for those who go on to great things in equestrian sport.

For athletes graduating from the grassroots level of competition, the Prairie Cup Series is the next step in competition and athlete development for high-performance athletes and beyond. Competitors may accrue points at competitions across the province, as well as across Canada and the United States.

Each year thousands of competitors attend Heritage Circuit and Prairie Cup shows in quest of points for year-end recognition at our annual Awards Reception, and top honors in their discipline.

Sponsorship with the SHF provides the opportunity for recognition, exclusivity, and media impact—right in the communities where your organization is active.

Saskatchewan equestrian events are growing rapidly – from recreational riding to Olympic disciplines – and we truly feel that the opportunity for sponsorship offers great benefit for your organization and our athletes. We are excited about the prospect of working with your organization and look forward to exploring mutually beneficial marketing objectives.

Your Support makes a difference. Thank you.



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Sponsorship Benefits	\$3500-\$5500 Platinum Sponsor	\$3000 Clothing Partner	\$1000-\$2999 Gold Show Partner	\$500-\$999 Silver Show Partner	\$250 - \$499 Bronze Show Partner	\$100 - \$249 Class Sponsor
Logo on banners at Heritage Provincial Finals in riding arenas, stables, on rider numbers, barn stalls, & exterior fencing	✓					
Logo included on Heritage Finals participant apparel		✓				
Logo on Heritage Finals poster & in program	✓	✓	✓	✓	✓	✓
Named in PA announcements at Heritage Finals during three-day competition	✓	✓	✓	✓		
Exhibit opportunity at Heritage Finals	✓	✓	✓			
Opportunity for promo item or information inclusion in Heritage Finals competitor bags	✓	✓				
Opportunity to present ribbons at Heritage Finals	✓	✓				✓
Logo on photo backdrop for Heritage Finals & Year End Awards	✓					
Client provided ad included in Heritage Finals program & logo placement throughout the program	Full Page	Half Page	Half Page	Quarter Page		
Logo on SHF website event marketing and/or sponsor page	✓	✓	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Logo signage on Heritage Finals jump standards	✓	✓				
Social media messaging	1x per Month	1x per Month	6x per Year	6x per Year		
Logo placement on header or footer of e-newsletter	4x per Year	2x per Year	2x per Year	During Heritage Finals	During Heritage Finals	
Monthly acknowledgment in eblasts	✓	✓	✓	✓	✓	
Sponsor provided ad in header or footer on website.	6 Changes per Year	3 Changes per year				

Logo placement on website event calendar page	✓	✓				
Logo placement & ad included in 2019 Annual Report printed in 12-month calendar format	✓	✓				
Logo placement in AGM presentation	✓	✓	✓	✓	✓	✓
Logo placement in annually published Rulebook (both Heritage & Prairie Cup sections)	Inside Front Cover	Inside Back Cover	Sponsor Page	Sponsor Page	Sponsor Page	
Logo recognition on Annual Awards Banner & Program	✓	✓	✓	✓	✓	✓
Logo placement on signage at three-day High-Performance clinic	✓					
Logo recognition on Coaches & Officials clinic entry forms	✓					
Name/logo recognition in earned & bought media	✓					
Framed photo of horse & rider recognizing your support of the SHF	✓	✓				
Logo recognition in multimedia presentation at Annual Awards	✓	✓	✓	✓	✓	

Heritage Friends

In recognition of discounts offered to competitors and members during the Heritage Finals, your logo will appear on the program sponsor page



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Sponsorship Agreement

Organization Name: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____

Sponsorship Level:

- Platinum Sponsor - \$3500-\$5500
- Clothing Partner - \$3000
- Gold Show Partner - \$1000-\$2999
- Silver Show Partner - \$500-\$999
- Bronze Show Partner - \$250 - \$499
- Class Sponsor - \$100 - \$249
- Heritage Friends - We will contact you to discuss partnership opportunities

Authorized Signature: _____

Print Name: _____ Date: _____

Sponsorship payment due upon receipt of invoice.

Submit Completed Form To:
Saskatchewan Horse Federation
300 – 1734 Elphinstone St. Regina, SK S4T 1K1
Phone: 306-780-9449 Fax: 306-525-4041
Email: shfadmin@saskhorse.ca