



WHAT IS THE AREA 3 QUARTER HORSE PROMOTIONAL CLUB?

The Area 3 Promotional Club is a subsidiary of the Ontario Quarter Horse Association which is the official Provincial affiliate to the American Quarter Horse Association (AQHA) - the largest single breed horse association in the World!

The Promotional Club concept was established to offer all registered Quarter Horse owners the opportunity to show within their area of residence and enjoy showing their horses with a minimum of expense and travel time.

Area 3 is a **not-for-profit** organization run solely by member volunteers. We rely on the generosity of our sponsors to assist our club host three of the largest show circuits in the province.

Area 3 developed a MISSION STATEMENT to better define the club's direction:

'Area 3 offers quality, welcoming horse shows where fun, success and personal growth are our primary focus.'



WHAT BENEFIT DOES AREA 3 PROVIDE ITS MEMBERS?

The Area 3 Promotional Club is pleased to offer members a paid subscription to THE RIDER as the club's newsletter source. The Rider boasts a circulation of approximately 8,000 copies, 10 times per year and is the largest horse industry publication in Ontario. The Rider keeps our members up-to-date on all equine events in the province and provides an excellent advertising opportunity for our sponsors. We also have a very informative and current website which receives in excess of 100,000 hits during the summer months.

The Quarter Horse is renowned as a versatile athlete who is competitive in a variety of different events. The Area 3 shows offer a variety of classes which appeal to as many members as possible. From Halter to Showmanship, English & Western performance classes, to Jumping & Reining – horses and riders work hard to achieve their personal best performances!

Area 3 hosts three major shows each season. The largest of these shows is SUMMERAMA - the premier Quarter Horse show in the province, attracting many top-level competitors from across Canada and the United States. The circuit awards, we provide for the High Point Exhibitor in each division, are always coveted by competitors because of their outstanding quality and the high level of competition. We are also pleased to have access to outstanding facilities to host our shows - with multiple rings, several warm-up areas and space for commercial exhibitors. Fun events are organized at each of the show circuits to allow family and friends the opportunity to unwind after a long day of showing.

In 2007 Area 3 began hosting a successful All Novice Exhibitor Quarter Horse show. Previously, Ontario had hosted two All Novice shows and for the last two years, these shows had been among the top 10 in all of AQHA for number of participants. The All Novice shows were developed by AQHA to encourage participants from the grass roots horse clubs to come out and try a Quarter Horse show.

Supporting the growth and development of our youth is a major focus of our organization. Each year, a deserving youth is presented with a "youth achievement award" at our year-end banquet. This award goes to the youth who exemplifies sportsmanship, as well as horsemanship. We have been privileged to assist Area 3 youth members through sponsoring their participation in prestigious events, such as the All American Quarter Horse Congress National Youth Activity Team Tournament and the AQHA Youth World Cup.

Area 3 year-end awards are said to be "tops in the industry" and the year-end awards banquet is very well attended by our membership. The association works hard to keep costs affordable for this event by subsidising ticket cost.

HOW CAN YOU GET INVOLVED?

Through the generosity of its sponsors, Area 3 is able to provide all of the great benefits to its membership.

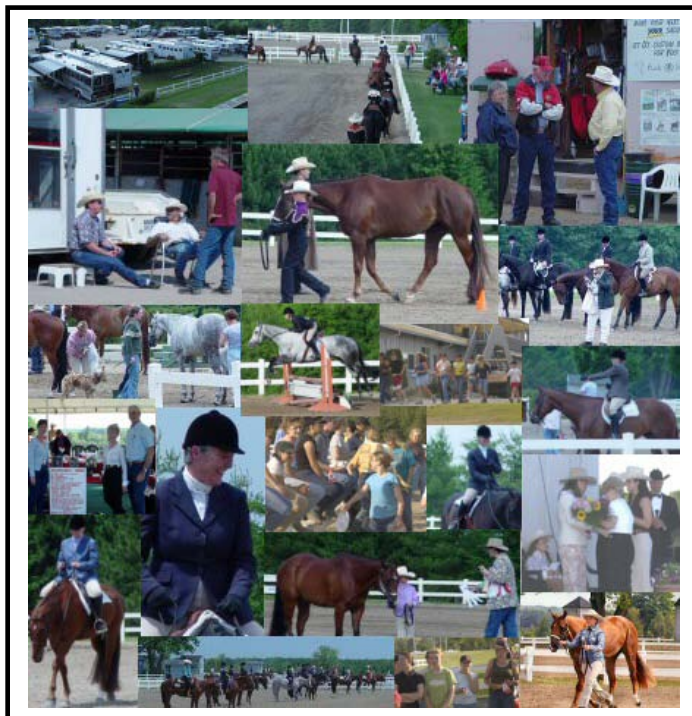
We appreciate all sponsorships—big & small—and can offer many benefits to our sponsors as well. Please review the following information and contact us with your questions or ideas!

FOR MORE INFORMATION

Please contact:

Sponsorship Coordinators –
Jessica Mosley Cairncross 705-322-5795
Shannon Cairncross 705-322-6640
Sue Godsell 705-327-5038
E-mail to contact@area3.ca
www.area3.ca

*Thank you to Holman Photography & Browarny
Photographics for the use of these photos!*



CORPORATE SPONSOR: \$2,500 and up

Sponsor Benefits:

- Choice of classes or events to sponsor, such as a special event class, barbecue or exhibitor dinner to be sponsored in your name
- Logo on Area 3 letterhead
- ¼ page ad in the Area 3 show programs
- Sponsor profile in The Rider and on the website
- Ongoing recognition in the Club news in The Rider
- Business card ad in the directory on the website
- Banner on Area 3 website (choice of page, excluding Home Page)
- Preferred stall locations at Area 3 shows (*note—this benefit is for sponsor stalls only. Based on advanced stall booking and stalls & sponsorship paid in full.*)
- Commercial exhibit space at all shows (*if facility permits*)
- 10 announcements per show day, 30 seconds each (wording provided by sponsor)
- In ring presentation of class awards.
- Professional photo with class winner
- Company literature displayed at show office at Area 3 sponsored shows
- 2 complimentary tickets to the year-end banquet.
- Acknowledgement at year-end awards banquet
- Recognition token

PLATINUM SPONSOR: \$1,000 to \$2,499

Sponsor Benefits:

- Choice of classes or events to sponsor in your name
- Logo on Area 3 letterhead
- ¼ page ad in the Area 3 show programs
- Sponsor profile in The Rider and on the web site.
- Business card ad in the directory on the website
- Banner on Area 3 website (choice of page, excluding Home Page)
- Preferred stall locations at Area 3 shows (*note—this benefit is for sponsor stalls only. Based on advanced stall booking and stalls & sponsorship paid in full.*)
- Commercial exhibit space at all shows (*if facility permits*)
- 5 announcements per show day, 30 seconds each (wording provided by sponsor)
- In ring presentation of class awards.
- Professional photo with class winner
- Company literature displayed at show office at Area 3 sponsored shows
- 2 complimentary tickets to the year-end banquet.
- Acknowledgement at year-end awards banquet
- Recognition token

GOLD SPONSOR: \$300 to \$999

Sponsor Benefits, (*with coverage increased in relation to the size of sponsorship*):

- Selection of classes or circuit awards to sponsor in your name
- Logo on Area 3 letterhead
- Business card ad in the directory on the website
- Daily announcements per show day
- In ring presentation of awards
- Preferred stall locations at Area 3 shows (*note—this benefit is for sponsor stalls only. Based on advanced stall booking and stalls & sponsorship paid in full.*)
- Company literature displayed at show office at Area 3 sponsored shows
- Acknowledgement at year-end awards banquet
- Recognition token

CLASS SPONSOR: \$299 & less

Sponsor Benefits:

- Selection of classes to be sponsored
- Business card on the website
- Announcement of sponsorship on show day
- Acknowledgement at year-end awards banquet

* Sponsors will provide business card, logo and announcement wording where applicable