

2008 NAN Sponsorship Packet

Hello, and thank you for your support of NAN 2008! Your sponsorship helps improve and support our hobby's biggest show, NAN, and we are very grateful.

There are 6 types of sponsorships available to show your support: Bronze, Silver, Gold, Platinum, Diamond... and also there are Class Sponsorships where one can sponsor a specific class.

The Sponsorship booklet will be available for free to all NAN participants, and will be separate from the NAN show packet. It will be an 8.5" x 11" booklet; full and half page ads will be printed in color.

Bronze Sponsor:

Bronze Sponsors provide support for NAN ranging from \$5 to \$20.

Silver Sponsor:

Silver Sponsors provide \$25 support for NAN, which covers the cost of rosettes for one NAN class.

Gold Sponsor:

Gold Sponsors provide \$50 support for NAN, which covers the cost of trophies for one NAN class.

Platinum Sponsor:

Platinum sponsors provide \$100 support for NAN, which covers the cost of one judge for one day of NAN.

Diamond Sponsor:

Diamond sponsors provide \$500 support for NAN, which helps support the facilities costs of NAN.

Class Sponsorships:

Class sponsorships pay for the awards for one NAN class. The cost to be a Class Sponsor is \$65 per class.

What Sponsors Get in Return for Sponsorship

In addition to the satisfaction of giving back to the model horse hobby by supporting NAN, sponsors are entitled to advertising in the NAN Sponsorship booklet. The Sponsorship booklet will be available for free to all NAN participants, and is separate from the NAN show packet. It will be an 8.5" x 11" booklet.

Sponsorship Submission guidelines: ALL sponsorships and payment MUST be received by July 1st, 2008, NO exceptions. Any imagery submitted must be the correct sizes and in digital format (see the Silver, Gold and Platinum sponsorships for specifics). Due to the volume of imagery and text to be coordinated, we do not have time to scan in or fix your ads for you.

A note on content! Due to the fact that this booklet is being made available to everyone, and that we would like to keep bias out of this show as much as possible, we politely ask that you not put in ads that include a photo of a horse in combination with the owner or artist's name. So, saying 'Good luck Susie Creamcheese and Tony The Pony!' is fine as long as there is no photo of Tony the Pony next to Susie Creemcheese's name. However, you CAN'T say "Good Luck Tony the Pony painted by Susie Creamcheese and owned by Carrie Collector!"

You can say “Good Luck Tony The Pony!” with a photo of him, or “Good Luck Susie Creemcheese!” with a photo of her... basically, its just that the owner or artist’s name and horse’s photo can not be on the same page, so anyone seeing it isn’t associating a particular horse with a particular person. If you have any questions about this, please email me.

That all being said... it’s best to avoid having photos of horses or tack or props that are or might be showing at NAN. OK to have photos of people ☺.

All digital files should be emailed to: liesl_dalpe@cox.net

Checks should be made out to NAMHSA. Please put “NAN 08 Sponsorship” on the reference (“for”) line. *Mail to:*

NAMHSA
PO Box 55815
Portland, OR 97238-5815

Paypal payments can also be accepted, addressed to treasurer@namhsa.org

Sponsorship Levels:

Bronze Sponsor:

Bronze Sponsors have a line ad printed in the Sponsorship booklet. The line has the person/business’s name and contact information, and costs \$5 a line. Sponsors can also opt to purchase multiple lines at this price, with a maximum of 4 lines. Contact information can include your name/business name along with a website, email address, or regular address. These can be submitted in simple text format.

Single lines appear like this:

Terry Tackmaker, Lots o Saddles Tack, terry_tackmaker@tack.com

Petra Propmaker, Good Props, (586) 349-3456

Holly Horsepainter, 123 Brush Street, South Windsor CT 06074

Multiple lines appear like this:

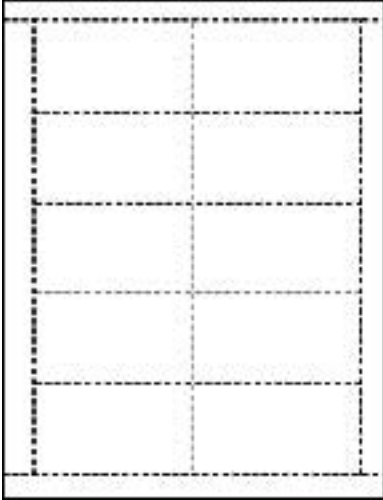
Terry Tackmaker, Lots o Saddles Tack
Gorgeous TOP LSQ Tack for the competitive model shower
www.LotsOSaddles.com email: terry@lotsosaddles.com

Silver Sponsor:

Silver Sponsors receive a business card sized ad (3.5”x2”) for their \$25 sponsorship. The

sponsor must email a proof of their ad, and that is exactly how the ad will appear in the booklet. The proof must be at least 300 dpi and in one of the following formats: Adobe Photoshop, Adobe Illustrator, .pdf or .jpg.

The layout for Silver Sponsorships looks like this:

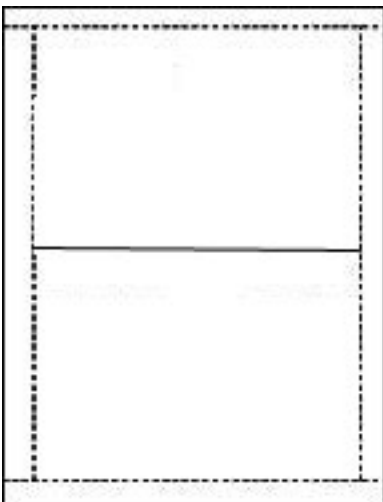


Gold Sponsor:

Gold Sponsors receive a half-page ad (5" by 7") for their \$50 sponsorship. Similar to the Silver Sponsors, Gold Sponsors must email a proof of the correct proportions and that is how it will appear in the booklet. Proofs must be 300 dpi and in one of the following formats: Adobe Photoshop, Adobe Illustrator, .pdf or .jpg.

Gold sponsors will be announced at least once per day each day of NAN.

The layout for Gold Sponsorships looks like this:



Platinum Sponsors:

Platinum Sponsors receive a full-page ad (10" by 7") for their \$100 sponsorship. Like Silver and Gold, Platinum Sponsors must email in a proof of the correct proportions and that is how it will appear in the booklet. Proofs must be 300 dpi and in one of the following formats: Adobe Photoshop, Adobe Illustrator, .pdf or .jpg.

Platinum sponsors will be announced at least once per day each day of NAN.

Diamond Sponsors:

This is the highest possible sponsorship. Diamond Sponsors may hang a banner (with a maximum size of 3'x5') in the showhall during all 3 days of NAN and also will receive a full page ad in the booklet. The cost for Diamond Sponsors is \$500. Sponsors are responsible for hanging/taking down banner.

Class Sponsorships:

There also is the option of sponsoring certain classes or groups of classes. Class sponsorships pay for the awards for that class. Class sponsors will have their name/business name announced with the class results. For example, the announcer will read "Here are the results for the Artist Resin QH breed class, which is sponsored today by the American QH Association".

Class sponsors also will receive 1 free line ad in the Sponsorship Booklet.

The cost to be a Class Sponsor is \$65 per class.

2008 Sponsorship Form

Please submit the following form with your ad proof to liesl_dalpe@cox.net. Thank you so much for your support of NAN 2008!

Name: _____

Address: _____

Phone Number: (____) _____ email address: _____

(Please check one)

I would like to be a ___ sponsor:

___ Bronze (\$5/line, up to 4 lines/\$20)

___ Silver (\$25)

___ Gold (\$50)

___ Platinum (\$100)

___ Diamond (\$500)

___ Class Sponsor (\$65/class)

If you are a class sponsor, please indicate which class(es) you'd like to sponsor:

Payment will be made via:

___ Paypal

___ check or MO (to be mailed in)

Total amount sent: _____

Signature

date