

# EUROPEAN APPALOOSA CHAMPIONSHIP & NSBA EUROPEAN CONGRESS

## Sponsorship Opportunities



### Date

17-23 October 2022

### Location

Grathem (NL)



# GREETINGS!

The European Championship is an appaloosa breed show, called a 4-pointed competition which means that the event is open to Appaloosa horses only and simultaneously judged by 4 judges. In this show, horse and rider from all around Europe primarily compete for World Show qualification points allowing them to participate in the biggest Appaloosa event held every year in Fort Worth (Texas).

The NSBA European Congress is the first show of the kind and aims to grow the show horse community through an U.S. approved competition open to all horses registered with NSBA no matter their breed. We believe it will benefit horses, breeders, owners and exhibitors alike.

Depending on the age of horse and rider, different classes are offered.

The best 8 horse-rider-combinations receive an imprinted ribbon. In addition the best 3 horse-rider-combinations get an engraved medal. And before the national anthem is played, the winning horse gets an imprinted sash put on around its neck.

Quality, Respect and Fair-play are key values of these competitions.



# SPONSORSHIP OPPORTUNITIES

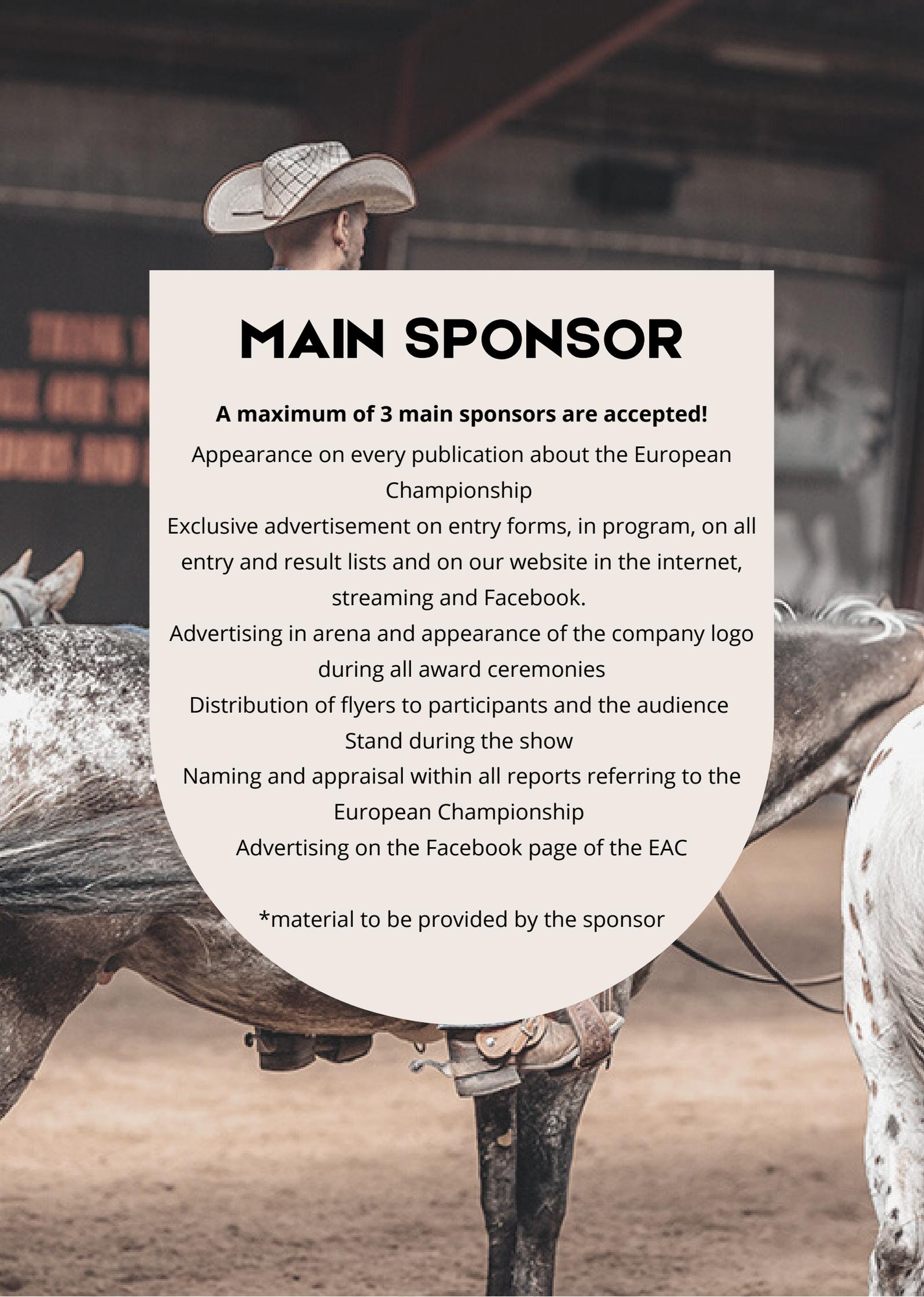
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Main sponsor	2.500 €
Advertising in the program	80 - 340 €
Advertising in arena (per m2)	100 €
Sponsoring of a class	300 €
Info- or Sales Stand during the horse show	200 €
Sponsoring a champion buckle	250 €
Back number sponsor	600 €
Trail gate sponsor	200 €
Benefactor	from 50 €

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Interested in becoming a sponsor? Please get in touch.  
On behalf of the organization committee we thank you in  
advance for your trust and support.

Kind regards

A cowboy wearing a white cowboy hat with a checkered band is seen from the back, looking towards a horse in a stable. The horse is dark brown with a white saddle. The background shows the interior of a stable with wooden beams and a brick wall.

# MAIN SPONSOR

**A maximum of 3 main sponsors are accepted!**

Appearance on every publication about the European  
Championship

Exclusive advertisement on entry forms, in program, on all  
entry and result lists and on our website in the internet,  
streaming and Facebook.

Advertising in arena and appearance of the company logo  
during all award ceremonies

Distribution of flyers to participants and the audience  
Stand during the show

Naming and appraisal within all reports referring to the  
European Championship

Advertising on the Facebook page of the EAC

\*material to be provided by the sponsor

A photograph of a cowboy wearing a white cowboy hat, seen from the side, looking towards a horse. The horse is dark-colored with a white saddle. The background is a dark, rustic interior, possibly a stable or barn.

# ADVERTISING IN THE PROGRAM

**(+ Streaming and Facebook cover)**

The program is sent to all participants and distributed to the audience for free (qty approx. 400)

A6 black and white advertisement (80 €)

A5 black and white advertisement (120 €)

A6 colored advertisement (130 €)

A5 colored advertisement (220 €)

A5 colored ad on back cover (first come first served) (340 €)

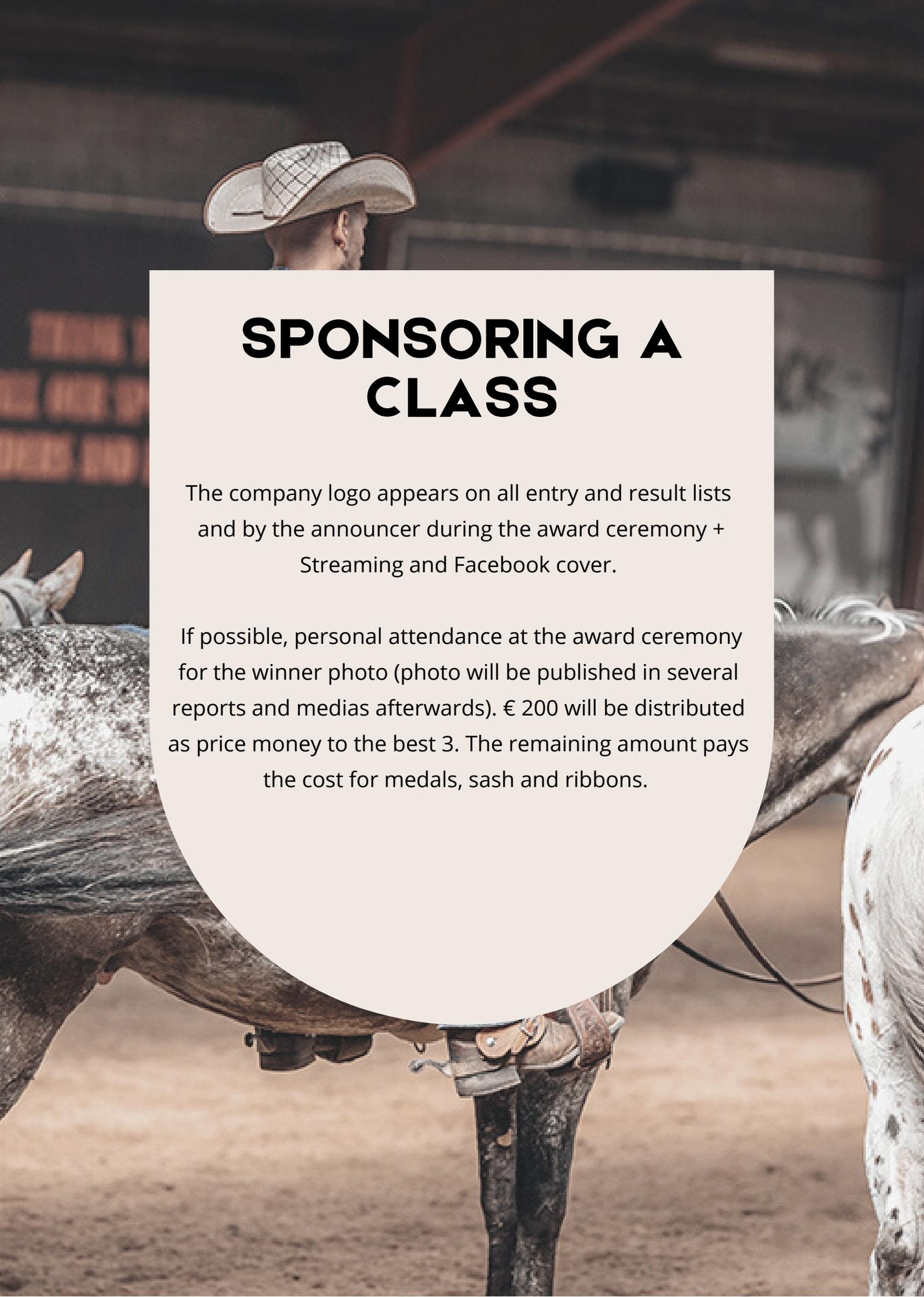


# ADVERTISING IN ARENA

(per m2)

Hanging up an advertising in sports fields in the main arena, In the warm-up arena or somewhere else on the show ground (the way you prefer)

\*banner needs to be provided\*

A photograph of a cowboy wearing a white cowboy hat with a diamond pattern, looking towards a horse in a stable. The horse is dark brown with a white blaze on its face. The background shows the interior of a stable with wooden walls and a brick wall. The text is overlaid on a white circular shape.

# SPONSORING A CLASS

The company logo appears on all entry and result lists and by the announcer during the award ceremony + Streaming and Facebook cover.

If possible, personal attendance at the award ceremony for the winner photo (photo will be published in several reports and medias afterwards). € 200 will be distributed as price money to the best 3. The remaining amount pays the cost for medals, sash and ribbons.

A photograph of a cowboy in a white hat looking at a horse in a stable. The cowboy is in the upper left, and the horse is in the lower right. A large white oval shape is overlaid on the center of the image, containing text.

# INFO- OR SALES STAND

Stand during the European Championship in Grathem  
(the stand location is allocated by the organization  
committee) + Facebook cover

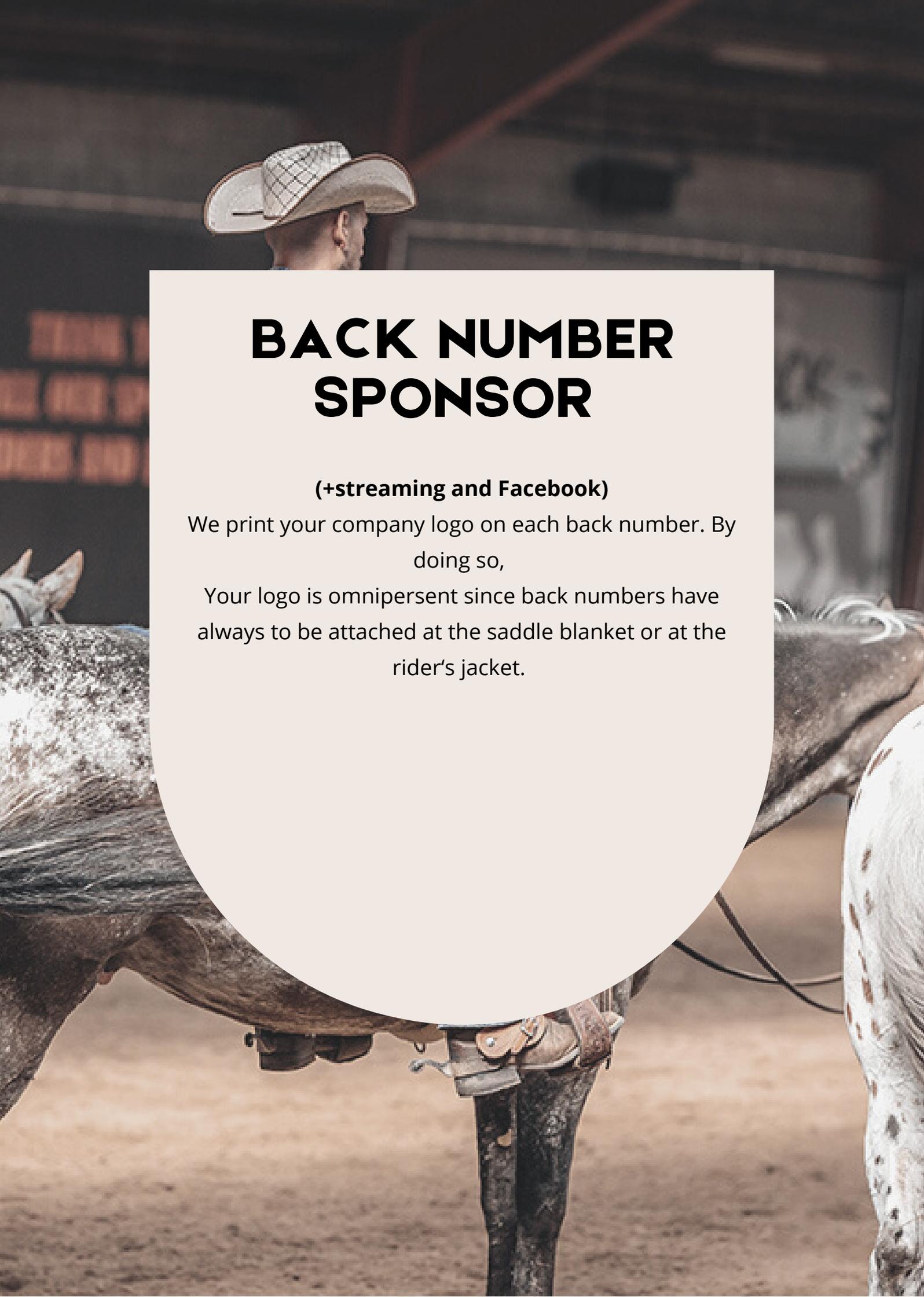
A photograph of a cowboy wearing a white cowboy hat with a diamond pattern, looking towards a horse in a stable. The horse is dark brown with a white saddle. The background is a dark stable with some red brickwork visible on the left.

# SPONSORING A CHAMPION BUCKLE

The most important awards during the ECA are valued by an engraved sterling-silver champion buckle from Montana Silversmiths. These are the All Around Champions and Reserve Champions (Youth, Non-Pro und Open) and the Halter Grand and Reserve Grand Champions (Stallions, Mares and Geldings).

Appearance of the company logo on the result list and in the internet (+streaming and Facebook)

Personal attendance at the award ceremony welcome for the winner photo

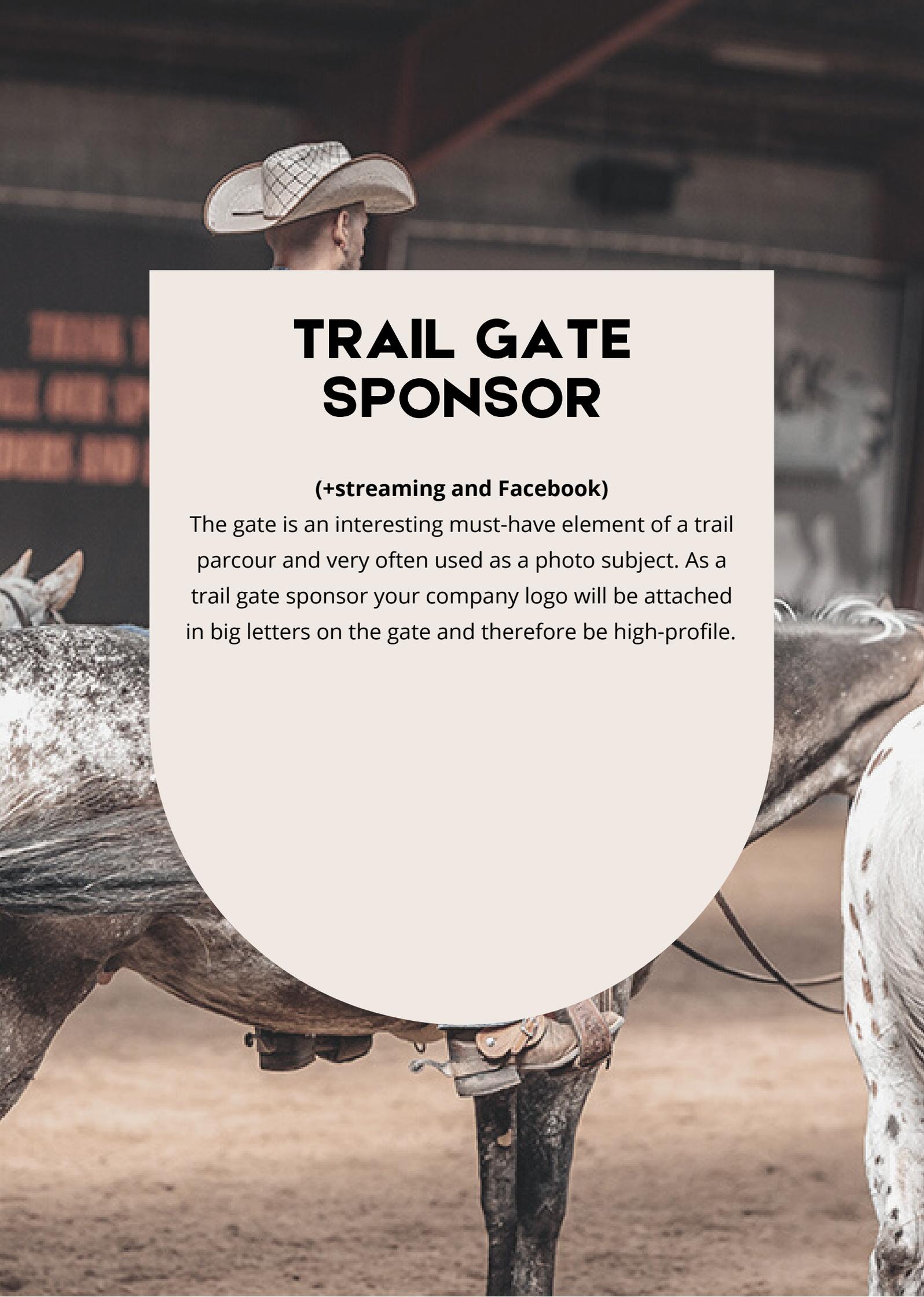
A photograph of a cowboy in a white hat looking at a horse in a stable. The cowboy is in the upper left, and the horse is in the lower right. The background is a dark stable with some red brick visible on the left.

# BACK NUMBER SPONSOR

**(+streaming and Facebook)**

We print your company logo on each back number. By  
doing so,

Your logo is omnipresent since back numbers have  
always to be attached at the saddle blanket or at the  
rider's jacket.

A cowboy wearing a white cowboy hat with a checkered band is seen from the back, looking towards a horse in a stable. The horse is dark brown with a white saddle and stirrups. The background shows a wooden stable structure with a brick wall on the left.

# TRAIL GATE SPONSOR

**(+streaming and Facebook)**

The gate is an interesting must-have element of a trail parcour and very often used as a photo subject. As a trail gate sponsor your company logo will be attached in big letters on the gate and therefore be high-profile.



# **BENEFACTOR**

Financial support starting from 50 € without any service in return is welcome as well.



EC 2022 Sponsoring:

Facebook page : European Appaloosa Championship

Web page : [www.europeanappaloosa.com](http://www.europeanappaloosa.com)

Bank Connection: E.M. Mathysen

European Appaloosa Foundation

IBAN : NL69ABNA0847273172

Contact :

Ester Mathysen : 0031625038573 (Dutch—English)

Christina Ottersbach: 00491782784119 (German- English)

Francesco Auriema : 00393921873654 (Italian— English)

Marie Bentley : 0032476702424 (French—English)

Or by email: [europeanappaloosafoundation@gmail.com](mailto:europeanappaloosafoundation@gmail.com)