

SPONSOR OPPORTUNITIES
2012 AOBA NATIONAL SHOW
Kentucky Exposition Center, Louisville, KY
May 25-28, 2012

Diamond Sponsorship - \$3,500

Sponsorships opportunities may involve only one farm or several farms may join together as one single business entity

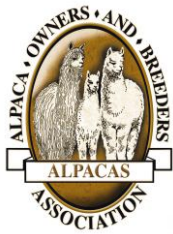
- Premium recognition and display of farm logo in Show Notebook, www.AlpacaOwners.com and Alpacas Magazine.
- Farm name on signage at event
- Farm Name and logo on AOBA National Show website with a link to the farm website for six months (listed through 11/23/2012)
- ½ page Black and White add in Show Notebook
 - Camera ready add copy provided by sponsor
- Preferred stall placement
 - In order of sponsorship application received
- Privileged Parking
 - VIP Signage on your privileged parking stall
 - Load-in and load-out assistance
- Two (2) complimentary 10 x 10 vendor booths or Four (4) 10 x 10 stalls
- Priority check in on Friday May 25, 2012.
 - Priority Vet Check and Priority Compliance Check
- Banner from AOBA to be proudly displayed at farm or at future shows
- Two FREE tickets to the Saturday night dinner
- Reserved table at the Saturday night dinner
- Verbal recognition at the Saturday night dinner
- Bag Drop - Opportunity to distribute two (2) 8 ½ x 11 inserts allocated for registration bags or up to two (2) pre-approved promotional items featuring your farm
 - To be provided to show management no later then May 7, 2012
- Special Diamond Sponsorship ribbon attached to badge holder
- Personal concierge during the course of the National Show (May 26-28)
- Name announced as a class sponsor (8) times during the show.
- **Two** complimentary eBlast to attendees for solicitation (pre and post)
- Farm banner hung in show ring
 - No larger than 4x10
 - To be provided to show management no later then May 7, 2012

Emerald Sponsorship - \$2,000

Sponsorships opportunities may involve only one farm or several farms may join together as one single business entity

- Premium recognition and display of farm logo in Show Notebook, www.Alpacaowners.com and Alpacas Magazine.
- Farm name on signage at event

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- Farm Name and logo on AOBA National Show website with a link to the farm website for six months (listed through 11/23/2012)
- ¼ page Black and White add in Show Notebook
 - Camera ready add copy provided by sponsor
- Preferred stall placement behind Diamond Sponsors
 - In order of sponsorship application received
- One (1) complimentary 10 x 10 vendor booths or two (2) 10 x 10 stalls
- Priority Vet Check and Priority Compliance Check
- Privileged Parking
 - VIP Signage on your privileged parking stall
 - Load-in and load-out assistance
- Banner from AOBA to be proudly displayed at farm or at future shows
- Two FREE tickets to the Saturday night dinner
- Verbal recognition at the Saturday night dinner
- Bag Drop - Opportunity to distribute one (1) 8 ½ x 11 insert allocated for registration bags or one (1) pre-approved promotional item featuring your farm
 - To be provided to show management no later than May 7, 2011
- Special Emerald Sponsorship ribbon attached to badge holder
- Name announced as a class sponsor (4) times during the show.
- One complimentary eBlast to attendees for solicitation (pre and post)

Ruby Sponsorship - \$1,000

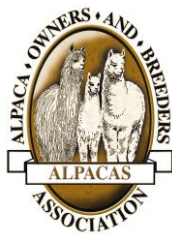
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- Premium recognition and display of farm logo in Show Notebook, www.AlpacaOwners.com and Alpacas Magazine.
- Farm name on signage at event
- Farm Name and logo on AOBA National Show website with a link to the farm website for six months (listed through 11/23/2012)
- Preferred stall placement behind Emerald sponsors
 - In order of sponsorship application received
- One (1) complimentary 10 x 10 vendor booths or one (1) 10 x 10 stalls
- Priority Vet Check and Priority Compliance Check
- Two FREE tickets to the Saturday night dinner
- Bag Drop - Opportunity to distribute one (1) 8 ½ x 11 insert allocated for registration bags
 - To be provided to show management no later than May 7, 2012
- Special Ruby Sponsorship ribbon attached to badge holder
- Name announced as a class sponsor (4) times during the show
- One complimentary eBlast to attendees for solicitation (pre and post)

Individual Event and Class Sponsorship Opportunities

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Trifecta Sponsors

(4) Champion/Reserve Champion Trophy Sponsorships - \$3,000

- Sponsors will have their ranch name and logo attached to the exterior of each trophy box (box included with each trophy)
- Acknowledgment in AOBA promotional material
- Announcements of gratitude will be made throughout the show
- A half page ad will be placed in the Auction Catalogue or Alpacas Magazine with pictures of the trophies and acknowledging the sponsors
- Trophy sponsors will also receive a personalized stone trophy acknowledging them as a sponsor of the AOBA National Show Trophies in 2011

Victory Junction sponsors

Performance Scholarships for Youth (6-18 years of age) - \$500

- Farm Name recognition on a banner to be hung in the show arena
- "I Support AOBA Youth" banner for stall
- VIP Seating at the Thursday Performance Show - Costume Class
- Recognition in AOBA National Show Notebook - "I Support AOBA Youth" Ad
- Recognition at Prospector's Ball on Saturday night
- Recognition at Public Entrance as sponsor of AOBA Performance Show
- Undying gratitude from AOBA Youth participants

Photography Contest Sponsorships

Hall of Fame Judges Choice	\$200
Fan Zone People's Choice Sponsor	\$200
Shootout Category Sponsor	\$175

Choose from the following categories:

Cria † Alpacas Interacting † Farm Scene † Black and White † Computer Enhanced † Humor

- Display of farm logo and the category sponsored displayed throughout the event
- Two free drink tickets

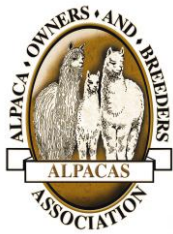
Checkered Flag Sponsors

Fleece Show Sponsorships (Contact Al Beatty) - \$375

- Farm name to be included on signage at event
Choose the Class you wish to sponsor

Boogity Boogity Sponsors

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Vendor Meet & Greet Sponsorship - \$250

- Farm/Company name to be included on signage at event
- Sponsors will also receive verbal recognition throughout the show
- any materials used to promote the Meet & Greet by AOBA will recognize the sponsors before, during and after the National Show
- Two free drink tickets

Smart Money Sponsors

Bag Drop - \$300

- Opportunity to distribute one (1) 8 ½ x 11 inserts allocated for registration bags, to be distributed at National Show

Drafting Zone sponsors

Hand Crafters Spin-off (10) - \$250

- Table top display of farm logo displayed throughout the event
- Opportunity to place information about farm and services/products offered on a Sponsor Resource table located by the sponsored event
- Two free drink tickets

High Performance Sponsors

Fiber Arts Competition (10) - \$250

- Table top display of farm logo displayed throughout the event
- Opportunity to place information about farm and services/products offered on a Sponsor Resource table located by the sponsored event
- Two free drink tickets

Perfecta Sponsors

Auction Sponsor - \$500

Signage at the bar

Quinella Sponsors

Ring Sponsor - \$500

Banner hung in ring, listed in show book

Daily Double Sponsors

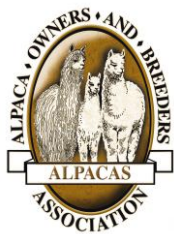
Halter Show Class Sponsor - \$100

- Farm name to be included on signage at event
Choose the Class you wish to sponsor

Turbocharger Sponsors

Education Speaker Sponsorship - \$200

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Verbal recognition and signage in meeting area

Pacesetter Sponsors

Volunteer Sponsors - \$100

Verbal recognition and listed in show book

Morning Line Sponsors

AOBA/ARI Breakfast of Champions Sponsors - \$250

Table Tents listing

Thoroughbred Sponsors

Run for the Roses Gala Sponsors - \$250

Table Tents Listing

Starting Line Sponsors

Friday Check-in Halter and Fleece - \$250

Signage

Garland Sponsors

Centerpiece Sponsor (Sunday Night Bluegrass Bounty Dinner) - \$50

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