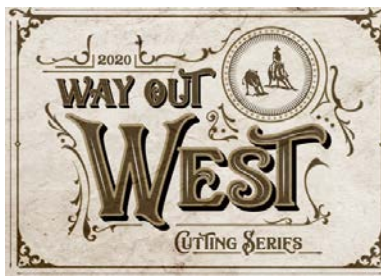




# Sponsorship Opportunities



Now in its third year, the Way Out West Cutting Series is excited to offer a innovative trainer incentive reward for the 2020 series. Sponsors participating in this unique promotion will benefit from exposure at each leg of the series as well as inclusion on the vehicle wrap that will remain on the truck for one-year.

## Way Out West Cutting Series Truck Promotion



All sponsors participating in the Way Out West Truck Promotion will benefit from having their logo included on the vehicle wrap. The truck will be onsite at each leg of the series in a premium location and will remain wrapped for one-year following the end of the 2020 Way Out West series to promote series sponsors

### \$2,500 Sponsorship Level

#### Onsite Event Entitlements at all three shows\*

- Event website banner
- Back fence signage
- Daily PA announcements

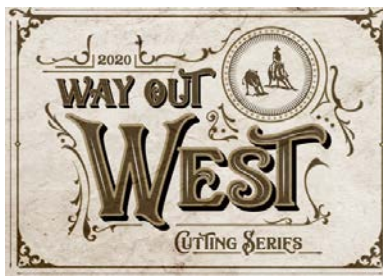
### \$5,000 Sponsorship Level

#### Onsite Event Entitlements at all three shows\*

- Event website banner
- Back fence signage
- Daily PA announcements
- Webcast recognition throughout the event

*\*Inclusion in truck wrap, social media advertising & presence at each leg of series is dependent upon date signed up. (Cascades 8/1, Idaho 8/10, El Rancho 9/1)*





## **\$7,500 Sponsorship Level**

### Onsite Event Entitlements at all three shows\*

- Event website banner
- Back fence signage
- Daily PA announcements

### Social Media Advertising and Promotions\*

- Social Media Event Promotional Campaign (August). Targeted sponsored posts promoting event, truck promotion and sponsors running for four weeks up until the El Rancho Futurity.
- Social media recognition through Cascades Futurity, Idaho Cutting Horse Association and El Rancho Futurity Facebook pages.

## **\$10,000 Sponsorship Level**

### Onsite Event Entitlements at all three shows\*

- Event website banner
- Back fence signage
- Daily PA announcements
- CHC Live Scoring Banner

### Social Media Advertising and Promotions\*

- Social Media Event Promotional Campaign (August). Targeted sponsored posts promoting event, truck promotion and sponsors running for four weeks up until the El Rancho Futurity.
- Social media recognition through Cascades Futurity, Idaho Cutting Horse Association and El Rancho Futurity Facebook pages.

### Print Media\*

- Inclusion in full page ad in Chatter for September edition
- Inclusion in one full page ad in Pacific Coast Journal

*\*Inclusion in truck wrap, social media advertising & presence at each leg of series is dependent upon date signed up. (Cascades 8/1, Idaho 8/10, El Rancho 9/1)*





Online Advertising & Promotions\*

- Inclusion in digital banner ad on Cutting Horse Central website for two months
- Inclusion in digital banner ad on Pacific Coast Journal website, with two email blasts and online video for three months
- Inclusion in digital banner ad on Quarter Horse News website for two months

*\*Inclusion in truck wrap, social media advertising & presence at each leg of series is dependent upon date signed up. (Cascades 8/1, Idaho 8/10, El Rancho 9/1)*

