



Dear Sir or Madam,

Hello, my name is Kaycee Wilen. I am putting together an event to fundraise for the North Dakota Boys and Girls Ranch equine assisted therapy program in Minot, ND. I am fundraising for this organization by organizing and hosting a horse expo at the North Dakota all seasons arena. I believe this event will bring together horse lovers of all ages, disciplines, and backgrounds for a cause I truly believe in. The Horse Expo will take place from May 31 - June 2, 2019. Equine events will be held in the All Seasons Arena, as well as vendors, lectures, and a Kids Korral located in the three adjacent buildings.

The expo will not only directly benefit The Ranch, but other organizations as well. Other groups have offered to volunteer to fundraise as well as promote their own organizations. The Horse Expo will indirectly benefit the Minot community as a whole. The Bismarck Tribune recently reported that a 3.5 day equine event can have a \$372,000 economic impact on the surrounding community. This is not including the positive impact of fundraising that the Horse Expo will have on the lives of those touched by the equine assisted therapy program.

Since advertisement has begun, over 5,000 groups and individuals nationwide have expressed interest in multiple aspects of the expo. Interest has been expressed in the following categories: attendance, event participation, volunteering, donations, breed and business showcases, demonstrations, lectures, and large-scale events. Commitments have been made by over 30 vendors and 40 horse owners to rent barn or booth space, to participate in events, and to showcase or sell horses. With over 70,000 horses in the state this event could grow annually and have an exponential impact on the surrounding community. If this expo is as well attended as I believe it will be, I would like to host it annually with a different North Dakota based benefactor each year.

This type of event is costly to host, and I alone cannot sponsor this with my own funds. I would like your consideration to sponsor this event in the form of advertising. Advertising will be available in the time leading up to the event as well as during. Please see enclosed pamphlet for more sponsorship information.

I kindly thank you for your time and consideration.

Sincerely,

Kaycee Wilen

Dirt To Diamonds is proud to present the inaugural North Dakota Horse Expo. This event was created to bring horse lovers of all backgrounds together in a fun and educational way to fundraise for horse programs. Your support in the form of sponsorship dollars will go directly to advertising and exposure for your company, financial support of the educational programming at the Expo, and aid in efforts to fundraise.

### All sponsorship levels include:

- 1) Recognition on social media, mention or advertising space in magazine event program to be sold in the months prior to and during the event, and honorable mentions throughout the event.
- 2) Availability to display business banner in all seasons arena and around the state fair center.

#### Bay

Bay level sponsors are sponsors who wish to donate a prize, gift certificate, or service.

Bay level sponsors will receive a minimum of 25% discount on booth rental.

If funds arrive before

October 1, 2018 two event passes will be given to the sponsor. After October 1, one pass will be given.

#### Palomino - \$300

Palomino level sponsors will receive: 50% discount on booth space, a business card size ad in the event program, honorable mention on banner displayed at the event,

Demonstration, Lecture or interview availability.

If funds arrive before

October 1, 2018 two event passes will be given to the sponsor.

After October 1, one pass will be given,

### Buckskin - \$500

Buckskin level sponsors will receive: free 10x10' booth space and a 1/4 page ad in the event program, demonstration, lecture or interview availability. Extra advertising such as but not limited to: vehicle decal advertising, radio, tv and billboard advertising, honorable mention on banner displayed at the event.

If funds arrive before

October 1, 2018 four event passes will be given to the sponsor.

After October 1st, two passes will be given

### Grulla - \$1000

Grulla level sponsors will receive: free 10x15' booth space, a 1/2 page ad in the event program. Platinum level advertising such as but not limited to: vehicle decal advertising, radio, tv and billboard advertising. honorable mention on banner displayed at the event.

If funds arrive before October 1, 2018 six event passes will be given to the sponsor.

After October 1st, 4 passes will be given.

### Additional sponsorships for consideration:

Entertainment Sponsor - \$2500, sponsor will receive Grulla level package and additional honorable mentioning advertising with XL advertising space or larger booth size and 10 event passes. This package will be used to pay for the rental of the upper atrium and will ensure funds to pay entertainers in the stage area. Limited to one company.

Barn Sponsorship- \$1500 - will receive Grulla level package and additional honorable mentioning advertising with XL advertising space or larger booth size and 8 event passes. This package will be used to pay for one day of rent for the horse barn and manure disposal fees. This package will be limited to 3 companies (one for each day) and the company that sponsors each day will receive honorable mentions.

## North Dakota Horse Expo 2019 Agreement

### Contract for Sponsorship/Advertising

**Dirt To Diamonds, LLC**, henceforth known as "Company," and

\_\_\_\_\_, henceforth known as "Customer,"

enter into this agreement freely and willingly on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

The covenants of this agreement are as follows:

### The Event

Customer agrees to provide adverting/sponsorship (details below) for **North Dakota Horse Expo** henceforth known as "Event" hosted by Company.

This event will take place May 31 - June 2, 2019.

Location: North Dakota State Fair Center  
2005 Burdick Expressway East,  
Minot, ND

Company contact information:

Dirt To Diamonds, LLC  
Kaycee Wilen  
2001 345th Ave SE, Max, ND 58759  
701.426.0174  
kayceesmassage2@outlook.com

Customers contact information:

Business name:			
Address:			
Phone:			
Email:			
Contact person:			

### Credit

In exchange for the sponsorship amount of : \_\_\_\_\_, Company agrees to provide customer

with: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I customer agree to these provisions for my advertising/sponsorship dollars \_\_\_\_\_ (initials).

### Payment information

full amount.       deposit of half total due. Remaining amount due Nov 1, 2018

check enclosed. Please make payment out to North Dakota Horse Expo. Any returned checks for any reason will be charged a \$25 processing fee.

credit card. (Subject to a 4% finance fee) payment will be processed through Apple Pay Point of Sale system and only by company owner.

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ CVV: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Credit card billing address: \_\_\_\_\_

I authorize that my card be charged for the amount indicated above for customership payment for the North Dakota Horse Expo 2019.

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please prefer  email  paper receipt and copy of this contract.

### Relationship

1. This agreement represents the only relationship between Company and Customer. No other relationship between the two entities exists, implied or otherwise.

2. Customer agrees to provide the following to the Company for use in marketing and promotion materials: digital logo of business and description of company.
3. No employer/employee relationship is established or implied with this sponsorship agreement. The Company has no liability or responsibility to the Customer beyond the scope of this agreement.
4. The Customer grants the Company the right to use their intellectual property in promoting the event, including logos and other brand trademarks.
5. If the nature of the purchased sponsorship package must be changed for any reason, the Company agrees to notify the Customer in writing.
6. The purchased sponsorship package is not transferable for any reason.
7. Anything not expressly addressed in this sponsorship agreement's terms shall be governed by the contract laws of North Dakota.
8. The Company acknowledges and confirms that, save as otherwise expressly recorded in this Agreement; the Customer shall not be liable to the Company or any other person for any additional cost or expense besides the sponsorship fee.
9. The Company shall not use any of the rights granted herein and shall ensure that no member of the Company shall make any public statement in a manner which, in the reasonable opinion of the Customer, is or might be prejudice or defamatory to the image and reputation of the customer. The Customer will do the same in respects to the Company.

This Agreement represents the entire agreement between the parties in relation to the subject matter of this Agreement and supersedes any previous agreement, whether written or oral, between the parties in relation to that subject matter.

Customer agrees that funds listed above will be delivered to Company no later than March 1, 2019

The Company and Customer hereby agree to enter into this sponsorship agreement by affixing their respective signatures below.

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Customer

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Company Representative

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Company Owner

This agreement will be deemed to have been commenced on, (date) \_\_\_\_\_ And shall continue until June 3, 2019.