

SPONSORSHIP OPPORTUNITIES

2024 USPC Convention



*Wild horses couldn't
keep me away!*

January 24–28, 2024
Reno, Nevada

About Pony Club

The United States Pony Clubs, Inc. (USPC) is a 501(c)(3) nonprofit and one of the country's leading equestrian organizations. Through Pony Club's educational and instructional programs, members not only learn skills related to the care and riding of horses, but develop character, leadership, confidence, and a sense of community... all values we strive to see in our future leaders.

Through your sponsorship, you will align with an organization dedicated to developing leaders of the future, in and out of the equine world.

**Learn more at
ponyclub.org**

2024 USPC Convention January 24-28, 2024

*Hosted by the United States Pony Clubs
and the Sierra Pacific Region
at the Peppermill Reno Resort • Reno, NV*



This event brings together 400+ Pony Club members, volunteers, leaders, and families from across the country, plus a virtual audience. The weekend is filled with workshops and educational activities, along with a research project fair designed for Pony Club members of all levels and ages, and a fun Saturday evening banquet.

A virtual component allows even more participants to enjoy valuable equine education, including extended access to recorded sessions after the event.

Contact  development@ponyclub.org
 (859) 254-7669

Pony Club
Where it all begins

2024 USPC CONVENTION



Title Sponsor **SOLD**

- Recognition as the Title Sponsor of the 2024 USPC Convention.
- Recognition on social media and signage at the USPC Convention.
- Full page ad in the USPC Convention program.
- Logo placement on tote bags (non-exclusive).
- Logo placement on event website/virtual platform.
- Complimentary booth in the Trade Fair.
- 4 Registrations to the USPC Convention.
- One reserved table and 10 tickets to the Saturday evening banquet.*
- Invitation to present a workshop(s) as part of the Convention educational programming (if applicable and time allows).
- Recognition at the Meeting of the Corporation.
- Portfolio Service with promotional materials placed in registrant packets.
- Additional benefits are negotiable.

INVESTMENT.....\$7,500
Exclusive - One opportunity available at this level.
Deadline December 1, 2023 **SOLD**



Supporting Sponsor

- Recognition as the Supporting Sponsor of the 2024 USPC Convention.
- Recognition on social media and signage at the USPC Convention.
- Half-page ad in the Convention program and logo on event website/virtual platform.
- Logo on the tote bags (non-exclusive).
- Complimentary booth in the Trade Fair.
- 2 Registrations to the USPC Convention.
- 2 tickets to the Saturday evening banquet with reserved seating.*

INVESTMENT.....\$5,000
Exclusive - One opportunity available at this level.
Deadline December 1, 2023

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*Some benefits listed on this page may reduce tax-deductible amount of these contributions.



2024 USPC CONVENTION



Special Sponsorship Opportunities

Tote Bag Sponsor

- Company logo will be placed prominently on tote bags. with Convention logo (may not be exclusive).
- Complimentary booth in the Trade Fair.
- Portfolio service with promotional items placed in registrant packets.
- One complimentary virtual Convention registration.

INVESTMENT \$3,500

One opportunity at this level **SOLD**

Professional Development & Leadership Training

Connect with Pony Club's adult leaders and volunteers through sponsor recognition centered around these two days of specialized training, including sessions eligible for continuing education credit. Includes one complimentary virtual Convention registration.

INVESTMENT \$3,500

One opportunity at this level

Banquet & Keynote Speaker Sponsor

As the sponsor of the Saturday night banquet, you will be listed as the Banquet Sponsor and Keynote Speaker Sponsor in all media and materials.

- Complimentary tickets to the Saturday evening banquet (# tbd).
- Other benefits negotiated as plans develop.
- Includes two virtual Convention registrations.

INVESTMENT \$3,500

One opportunity available

USPC Equine Anatomy Lab Sponsor

The USPC Equine Anatomy Lab offers a hands-on experience to see and touch more than 100 equine specimens. Staffed by vets and equine experts, the USPC Anatomy Lab is a popular Convention activity open to everyone. Benefits vary by levels below and can be negotiated. Includes one virtual Convention registration.

TITLE SPONSOR INVESTMENT \$1,500

One opportunity available at this level. **SOLD**

ANATOMY LAB SPONSOR INVESTMENT \$500

Multiple spots available

All sponsors receive recognition on the event website, and in the official programs. Recognition may also include social media, press releases and magazine coverage as well as on-site opportunities.

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Additional sponsorship opportunities and benefits as well as custom packages to fit your needs are available.

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Research Project Fair Sponsor

The Research Project Fair is open to all Pony Club members, allowing for all ages to design, research and display their own research project. Each project is judged by a panel made up of veterinarians, veterinary technicians, researchers, teachers and Pony Club graduates. Prizes for 1st through 5th place in each division and ribbons will be awarded to all participants. All contest entries will be displayed at the Convention for everyone's educational enjoyment.

Benefits negotiable at both levels listed below

TITLE SPONSOR INVESTMENT \$1,500

One opportunity available at this level **SOLD**

SPONSOR INVESTMENT \$500

Multiple spots available

Pony Paddock Sponsor

Support the younger members of Pony Club as they participate in the Pony Paddock. Pony Paddock is geared for those members who aren't quite ready to attend the workshops, but still have an equine interest. Pony Paddock features horse-related games, crafts, and learning opportunities geared to age level, and much more.

- Recognition as a Pony Club Paddock Sponsor in the USPC Convention Program.
- Signage at Pony Paddock on-site.
- Opportunity to participate with activities and/or product.

INVESTMENT \$500

Multiple opportunities available

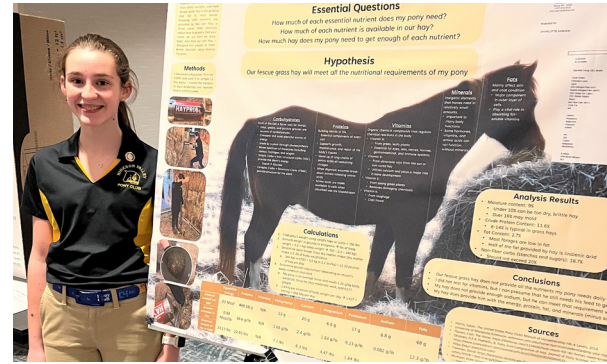
Coffee Break Sponsor

Coffee Breaks will be scheduled throughout the event, with opportunities for sponsors to meet, mingle and talk to the Pony Club audience. Thursday and Friday breaks will be during the leadership training sessions involving club, center and regional Pony Club volunteers. Friday and Saturday breaks will also include members, parents, instructors, and additional volunteers. Sponsor signage and promotional materials will be at each break.

INVESTMENT

..... \$500

Six (6) opportunities available.



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Portfolio Service

Portfolio Service allows your company to place its promotional material and/or product samples in the registration packets of full registrants. This is a great way to get your product information in front of the Pony Club community. Sponsor is responsible for providing materials by the specified date.

INVESTMENT \$350

Multiple opportunities available.

Educational Workshop Sponsor

Select your favorite workshop or presenter and your name will be listed as the sponsor of that particular workshop. Or USPC can assign workshop sponsors as needed. Your name and logo will be featured on signage for the workshop, as well as the on-demand recording from the event.

INVESTMENT \$300

Multiple opportunities available

Advertising in the USPC Convention Program

All ads are 4-color and must be print-ready. Limited space is available and must be reserved with materials submitted by December 15.

½ page ad \$100
Full-page ad \$200
Full-page Back Cover \$300 **SOLD**

Ad Dimensions:
Full page non-bleed 8" x 5"
½ page horizontal 4" x 5"

Contact

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Silent Auction

The Silent Auction raises funds for both the hosting region and the national organization. If you are interested in donating an item(s) to the auction, please check the form and you will be contacted to arrange for pick up or shipping.



January 24-28, 2024



Reno, Nevada

2024 USPC Convention

I want to support the 2024 USPC Convention at the following level:

SOLD Title Sponsor at \$7,500 (1 spot available)

_____ Supporting Sponsor at \$5,500 (1 spot available)

SOLD Tote Bag Sponsor at \$3,500

_____ USPC Equine Anatomy Lab Sponsor at \$1,500 **SOLD** / \$500

_____ Banquet & Keynote Speaker Sponsor at \$3,500

_____ Professional Development & Leadership Training Sessions Sponsor at \$3,500

_____ Research Project Fair Sponsor at \$1,500 **SOLD** / \$500

_____ Pony Paddock Sponsor at \$500

_____ Coffee Break Sponsor at \$500

_____ Portfolio Service Sponsor at \$350

_____ Workshop Sponsor at \$300

_____ Friend of Pony Club. A donation of any amount is greatly appreciated.

_____ **I would like to donate an item to the Silent Auction. Please contact me.**

_____ **I would like information about the Trade Fair.**

_____ Program Advertising: _____ Half Page _____ Full Page **SOLD** Back Cover

Company/Organization/Individual Name (as you would like it listed for official acknowledgement)

Contact Name _____

Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

Preferred social media tags _____

Please return this form to development@ponyclub.org

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