

Sponsorship Letter

January 1, 2024

Katurah Waye

Chair of Sponsorship

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Dear Potential Sponsor

I hope this letter finds you well. I am writing to you on behalf of the Maritime Quarter Horse Association (MQHA), a dedicated organization that hosts three prestigious shows annually in Sussex, New Brunswick. Our events have become a cornerstone for the equestrian community, attracting participants not only from New Brunswick but also from Nova Scotia, Prince Edward Island, and beyond.

The success of our shows is not only a testament to the passion and commitment of our participants but also a reflection of the generous support we receive from sponsors like yourself. Without your contributions, these events would not be possible, and we are reaching out to invite you to join us as a valued sponsor for our upcoming shows.

In 2023, MQHA proudly hosted one of the largest attended American Quarter Horse Association (AQHA) shows in Canada. This remarkable achievement not only showcased the growing popularity of our events but also highlighted the level of excellence and professionalism associated with MQHA shows.

By aligning your brand with MQHA, you will not only be supporting the equestrian community but also gaining exposure to a diverse and engaged audience. Our participants and spectators come from various regions, creating a unique opportunity for you to enhance brand visibility and connect with potential customers.

Sponsorship Benefits:

1. Brand Exposure: Gain visibility among a targeted audience through event signage, promotional materials, and social media presence.
2. Community Engagement: Demonstrate your commitment to the local community by supporting a widely recognized and respected organization.
3. Networking Opportunities: Connect with like-minded individuals and businesses within the equestrian and related industries.
4. Marketing Reach: Leverage our marketing channels to reach participants and spectators from New Brunswick, Nova Scotia, Prince Edward Island, and beyond.
5. Exclusive Sponsorship Packages: Tailored packages are available to meet your specific marketing objectives and budget.

We understand the importance of mutually beneficial partnerships and are open to discussing a sponsorship arrangement that aligns with your goals and objectives. Your support will contribute to the continued success and growth of MQHA shows, fostering a sense of community and excellence within the equestrian world.

If you are interested in learning more about our sponsorship opportunities or would like to discuss a customized package, please feel free to contact us. We would be delighted to provide you with more detailed information and explore how we can showcase your brand prominently during our upcoming events.

Thank you for considering this exciting opportunity. We look forward to the possibility of partnering with you to make the upcoming MQHA shows even more memorable.

Best regards,



Katurah Waye

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Sponsorship Levels

Diamond - \$5,000 and up

Company name to appear in one of our show names for 2024
Company name and or logo hung at the main arena during all MQHA shows
Sponsorship announced at all MQHA shows
Free booth/space available upon request
Recognition under sponsorship on the website and Facebook
6 social media posts linked and tagged posts
Sponsor printed in show booklets for all MQHA shows

Gold - \$1,000 - \$2,499

Company name and or logo hung at main arena during all MQHA shows
Sponsorship announced at all MQHA shows
Recognition under sponsorship on the website and Facebook
4 social media posts linked and tagged posts
Sponsor printed in show booklet for MQHA show sponsored

Bronze - \$100 - \$499

Recognition under sponsorship on the website and Facebook
2 social media posts linked and tagged posts

Futurity Sponsor

If you'd like to sponsor a Futurity, you will enjoy the benefits of the level you align with along with having your name on the Futurity Ribbons and on the winners award.

Platinum - \$2,500 - \$4,999

Company name and or logo hung at main arena during all MQHA shows
Sponsorship announced at all MQHA shows
Free booth/space available upon request
Recognition under sponsorship on website and Facebook
5 social media posts linked and tagged posts
Sponsor printed in show booklets for all MQHA shows

Silver - \$500 - \$999

Company name and or logo hung at main arena during all MQHA shows
Sponsorship announced at all MQHA shows
Recognition under sponsorship on the website and Facebook
3 social media posts linked and tagged posts
Sponsor printed in show booklet for MQHA show sponsored

Class Sponsor \$30 - \$100

Recognition under sponsorship on the website and Facebook
Company or individual printed with class list
Company or individual announced during sponsored class

Product Sponsor

When donating products, coupons, or gift cards your sponsorship amount will enjoy the benefits of the level you align with.