

# KMSHA

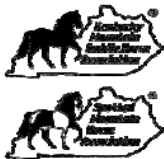
## 2010 Business Advertising Packages

### Corporate

#### Advertising Package

**Your Cost: \$5,000**

- Four (4) full Page color ads in the KMSHA News - currently available to over 6,000 readers/members nationwide
- Banner web site link on the KMSHA home page. Over 500 hits daily.
- Top billing in all promotional TV, radio and print advertisements done by KMSHA for the International Grand Championship show.
- Distribution of your business literature, catalogs and promotional items at the International Grand Championship show.
- Banner display in main arena with premium placement at the International Grand Championship show.
- Full page ad in the Official KMSHA International Grand Championship show program. (*if applicable*)
- Complimentary Premium vendor space at the International Grand Championship show.
- Reserved seating for 8 at the International Grand Championship show.
- Admittance to the sponsor lounge at the International Grand Championship show with nightly refreshments provided.
- Championship class sponsorship & a minimum of 5 class sponsorship announcements during each day International Grand Championship.
- Grand Championships class sponsorship plus opportunity to present one of the Grand Championship class trophies at the 2010 International Grand Championships.



# KMSHA

## 2010 Business Advertising Packages

### Grand Champion

### Advertising Package

**Your Cost: \$3,500**

- Four (4) half page color ads or two (2) full page color ads in the KMSHA News - currently available to over 6,000 readers/members nationwide.
- Logo display and link on KMSHA website, home page with over 500 hits daily.
- Participation in all promotional Radio, TV and print advertisements done by KMSHA for the International Grand Championship show.
- Distribution of your business literature, catalogs or promotional items at the International Grand Championship show.
- Banner display in main arena at all the International Grand Championships.
- Half page ad in the official KMSHA International Grand Championship show program. (*if applicable*)
- Complimentary 12x12 vendor space at the International Grand Championship show.
- Reserved seating for 6 at the International Grand Championship show.
- Admittance to the sponsor lounge at the International Grand Championship show with nightly refreshments provided.
- Championship class sponsorship & a minimum of 5 class sponsorship announcements during each day of the International Grand Championships.
- Opportunity to present a 2010 KMSHA International Championship Trophy.



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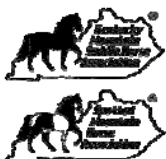
## 2010 Business Advertising Packages

### Champion Advertising Package      Your Cost: \$2,500

- Four (4) Quarter page color or Two (2) Half page color ads in KMSHA News - currently available to over 6,000 readers/members nationwide.
- Logo display and link on KMSHA website sponsors main page. Over 500 hits daily.
- Distribution of your business literature, catalogs or promotional items at the International Grand Championship.
- Banner display at the International Grand Championships.
- Quarter page ad in the official KMSHA International show program for 2009. (*if applicable*)
- Complimentary 10x10 vendor space at the International Grand Championship.
- Reserved seating for 8 at the International Grand Championship show.
- Admittance to the sponsor lounge at the International Grand Championship show.
- A minimum of 5 class sponsorship announcements during each day of the International Grand Championship.
- Opportunity to present a 2010 KMSHA International Grand Championship Trophy.

### Blue Ribbon Advertising Package      Your Cost: \$1,500

- Four (4) Full page black & white ads in the KMSHA News - currently available to over 6,000 readers/members nationwide.
- Logo display on KMSHA website with link to your business. Over 500 hits daily.
- Distribution of your business literature, catalogs or promotional items at the International Grand Championship.
- Banner display at the International Grand Championship show.
- Listing in the official KMSHA International show program. (*if applicable*)
- Complimentary 10x10 vendor space at the International Grand Championship.
- A minimum of 3 class sponsorship announcements during each day of the International Grand Championship show.
- Opportunity to present a 2010 KMSHA International Championship Trophy.
- Reserved seating for 4 at the International Grand Championship show.
- Admittance to the sponsor lounge at the International Grand Championship show.



# KMSHA

## 2010 Business Advertising Packages

### Red Ribbon Advertising Package **Your Cost: \$1000**

- Four (4) Half page or Two (w) full page black & white ads in the KMSHA News currently available to over 6,000 readers/members nationwide.
- Listing and link on KMSHA website sponsor page. Over 500 hits daily.
- Banner display at the International Grand Championship.
- 30% discount on a vendor space at the International Grand Championship show.
- Listing KMSHA International Grand Championship show program. *(if applicable)*
- Admittance to the sponsor lounge at the International Grand Championship show.
- Reserved seating for 2 at the International Grand Championship show
- A minimum of 3 class sponsorship announcements during each day of the International Grand Championship show.

### Small Business Advertising Package **Your Cost: \$750**

- Two (2) Half page black & white ads in the KMSHA News - currently available to over 6,000 readers/members nationwide.
- Banner display at the KMSHA International Grand Championship show–
- Listing and link on the KMSHA website sponsor page with over 500 hits daily.
- Listing in the official KMSHA International show program. *(if applicable)*
- 20% discount on a vendor space at the International Grand Championship show.
- Admittance to the sponsor lounge at the International Grand Championship show.
- Daily sponsor announcements at KMSHA International Grand Championship show.
- Reserved seating for 2 at the International Grand Championship show.

### Individual Advertising Package **Your Cost : \$500**

- Two (2) Quarter page black and white ads in the KMSHA News - currently available to over 6,000 readers/members nationwide.
- Banner display at the KMSHA International Grand Championship.
- Listing and link on KMSHA website sponsor page with over 500 hits daily.
- Listing in the International show program.
- 10% discount on a vendor space at the International Grand Championship show.
- Admittance to the sponsor lounge at the International Grand Championship show
- Daily sponsor announcements at the International Grand Championship.
- Reserved seating for 2 at the International Grand Championship show.

# KMSHA

## 2010 Business Advertising Packages

- Please complete and return:
- |                                   |                                    |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> \$ 5,000 | Corporate Advertising Package      |
| <input type="checkbox"/> \$ 3,500 | Grand Champion Advertising Package |
| <input type="checkbox"/> \$ 2,500 | Champion Advertising Package       |
| <input type="checkbox"/> \$ 1,500 | Blue Ribbon Advertising package    |
| <input type="checkbox"/> \$ 1,000 | Red Ribbon Advertising package     |
| <input type="checkbox"/> \$ 750   | Small business Advertising package |
| <input type="checkbox"/> \$ 500   | Individual Advertising Package     |

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Announcements: \_\_\_\_\_

Payment Method:  Check  Credit Card  Cash

**You must contact KMSHA to complete  
The booking of your Advertising Package  
(502) 863-3545 or  
(859) 699-3000**

*Mail checks payable to:*

KMSHA  
P.O. Box 1405  
Georgetown, KY 40324



# KMSHA

## 2010 Business Advertising Packages

### Terms and Conditions

1. All ads are to be printed in the *International Issue 2010, Special Stallion edition 2010, Spring issue 2011, Summer 2011 issues only. Substitution approved by KMSHA only.*
2. Black and white ads may be upgraded to color for an additional charge.
3. Ads are designed free of charge. If you supply your own ads, they must be 300 dpi or higher. The following formats will be excepted pdf, jpg, tif, or eps only.
4. Ads or ad materials that are not received from the sponsor by the due dates will be canceled. Due dates will be supplied.
5. All sponsorship payments are due in full before date of first published ad unless otherwise arranged with KMSHA.
6. It is the Sponsors responsibly to supply a copy of all logos or banners to be used on KMSHA web site.
7. All banners to be hung at the show must be provided by sponsors.
8. Banners must be given to show staff at least 24 hours prior to show if they are to be hung in main arena.
9. Sponsors are not allowed to hang their own banners without the permission of the sponsorship coordinator at the show.
10. No banners will be hung after the start of the show.
11. Any sponsor wishing to present an award at the show must call the office and make arrangements at least 10 working days prior to show.

**I have read and agree to the terms and conditions above.**

Sign \_\_\_\_\_ Print \_\_\_\_\_ Date \_\_\_\_\_