# 2026

# Virginia State 4-H Championship Horse and Pony Show

# Virginia State 4-H Championship Horse and Pony Show

## September 3-6, 2026 - Lexington, VA

The State 4-H Horse and Pony Championship Show is hosted at the Virginia Horse Center in Lexington, Virginia. 4-Hers work year round in preparation for this show and have the chance to win prizes, scholarships, trophies, ribbons, and premiums. They must work with their equine partners throughout the year, qualify at an open show, and record their knowledge learned in a 4-H recordbook to enter. The show spans over 4 days showcasing 10 different disciplines including Dressage, Hunters, Jumpers, Western, Gymkhana, Ranch, Minis,Driving, Gaited, and Saddleseat. Each year the event is growing – reaching over 300 youth and their equine partners in 2025.

In addition to competitive riding opportunities – the State 4-H Horse Show focuses on building well-rounded horsemen and -women. Non-mounted opportunities at the show are open to ALL 4-Hers across the State of Virginia, even if they do not own or ride horses. These opportunities include photography and art contests, portfolio and recordbook contests, horse judging and hippology contests, and stable management contests. These focus on rewarding recordkeeping, equine knowledge, creativity, and horsemanship.

This incredible youth program does not receive any state level funding. All expenses are paid by sponsors, vendor fees, grants, and entry fees from youth. With your sponsorship, we will be able to keep entry fees affordable to families so that they can experience a show of this magnitude at the Virginia Horse Center, a world-class, 600-acre facility regularly hosting regional, national, and international equestrian events.

The emphasis of Virginia's 4-H Horse Program is to educate youth on topics such as equine selection, health, nutrition, management, riding, recreation, fun, and horsemanship, while teaching life skills such as leadership, speaking, and record keeping. We recognize that horseback riding provides an outdoor sports fitness program for physical, personal, and emotional development, including confidence building. The sport can develop into a life-long hobby, business, or career.

**Reach:** The show hosts approximately 300-350 horse and rider pairs with an estimated additional attendance of approximately 600 spectators and guests.

## 4-Hers ARE...

**5X** more likely to
**GRADUATE COLLEGE**

**2X** more likely to
**PARTICIPATE IN STEM**

**2X** more likely to
**GIVE BACK TO THEIR COMMUNITIES**

**2X** more likely to
**MAKE HEALTHIER CHOICES**

### Questions?

Please contact Hunter Liles,
Extension Youth Animal Science Associate at
huntl97@vt.edu or **540-231-6345**
**https://ext.vt.edu/youthhorse**

**Virginia Cooperative Extension**
Virginia Tech • Virginia State University
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# Sponsorship Opportunities

## AWARDS SPONSOR — $10,000

- Name and/or logo on select awards, if available
- Sponsor awards, prizes, ribbons, etc. for class or division winners
- Inside front cover color full page ad in the show program
- Linked logo on website and social media pages
- Banners in every arena
- Vendor Spot included

## SHOW SPONSOR — $5,000

***Sponsor the entire show!***

- Sponsor announcements once daily at all rings
- Back cover or inside front cover full page show program ad (or logo) (limited availability)
- Linked logo on website and social media pages
- Banners in every arena
- Vendor Spot included

## ICE CREAM SOCIAL SPONSOR — $2,500

***Hosted Saturday afternoon, all are invited to enjoy a serving.***

- Sponsors ice cream for everyone at the horse show
- Sponsor announcement upon show reminders of Ice Cream Social
- Full page advertisement in the show program
- Linked logo on website and social media pages
- Banners in every arena and at Ice Cream Social
- Vendor Spot included

## DIVISION SPONSOR — $1,000

***Sponsor an entire division!***

- Sponsor announcements during the show and during each class included in the division
- Full page advertisement in the show program
- Linked logo on website and social media sites
- Banner in main arena for division (or arena of choice)
- Vendor Spot included
- Division Options: Hunter, Western, Ranch, Gymkhana, Trail, Gaited/Saddleseat, and Miniature

## JUMP SPONSOR — $950

***Sponsor the use of Jumps for the Hunter Division***

- Sponsor announcements during the show and during each class of the Over Fences Division
- Full page advertisement in the show program
- Linked logo on website and social media sites
- Banner in the Over Fences arena
- Vendor Spot included

## ARENA SPONSOR — $750

***Sponsorship of one arena for one day!***

- Sponsor announcements during the show as the arena sponsor for the day
- Full page advertisement in show program
- Linked logo on website and social media sites
- Banner in selected arena for run of the show
- Vendor Spot included

## CLASS SPONSORS

***Sponsors are listed in the program next to Class name.***

- **Class Sponsor:** $30 – 1 individual class sponsorship
- **Topaz:** $31 - $75 – 3 individual class sponsorships
- **Sapphire:** $76 - $150 – 7 individual class sponsorships
- **Ruby:** $151 - $299 – 15 class sponsorships, quarter page b/w ad in the show program and your own provided banner hung in 1 arena
- **Emerald:** $300 - $500 – 15 class sponsorships, half page b/w advertisement and your own provided banners hung in 2 arenas
- **Diamond:** $501 - $749 – 25 class sponsorships, full page b/w advertisement and your own provided banners hung in 2 arenas, plus half price vendor spot

## FREESTYLE DRILL TEAM SHOWCASE SPONSOR

- **Showcase Sponsor:** $200 + covers one team entry fee plus acknowledgement

**Show programs** are pre-sales only for printed copies prior to the show. Content in the show program is also included digitally on the horse show website. Inquire for special package pricing. T*he following disclaimer is included in the show program and on our website: Commercial products are named in this publication for informational purposes only. Virginia Cooperative Extension does not endorse these products and does not intend discrimination against other products which also may be suitable.*

# Trade Show Vendor Opportunities

- Interact with horse show attendees
- Grow your lead pool
- Generate an immediate response
- Promote time-sensitive offers and events
- Develop personal relationships with customers
- Showcase a full product range
- Collect immediate feedback
- Accelerate the buying process
- Launch a new product

**Important:** Please submit last page of this PDF for vendor contract.

## OUTDOOR BOOTH SPACE

- $300 Each (20 x 30)

## INDOOR BOOTH SPACE

- Set up in the Anderson Coliseum Concourse
- $250 (10' x 10')
- $200 (10' x 10') Special Rate for Universities & Colleges
- Additional 10' x 10' space for $50

## OUTDOOR TRAILER DEALER BOOTH SPACE

- $275 for one trailer

# Advertising Opportunities

Get your name out there! Build your brand awareness by showing your support.

## SHOW PROGRAM ADVERTISING

Back Cover—$500
Inside Front Cover—$400
Inside Back Cover—$350
Full Page—$300
Half Page—$150
Quarter Page—$100
Business Card—$50
Good Luck ad—1/4 page—$40
Good Luck ad—BC size—$20

## BANNER ADVERTISING

All banners provided by sponsors.

Waldron Coliseum—$125
East—$100
Wiley—$100
Dee Dee Complex—$100
Sandy Gerald Arena—$100
Waldron+East—$200
Any 3—$275
Any 4—$400
All—$475

## OUTDOOR FENCE ADVERTISING

- 2' x 4' fence banner—$150 (at entrance to VHC)

## GOLF CART ADVERTISING

- Foam core Sign 18" x 27" placed on the staff Horse Program Golf Cart for the duration of the show—$600

**Ad copy:** All print ads must be a Press or high-quality PDF at actual size or a JPEG file actual size or larger (at least 300 dpi) with a ¼" margin, no bleed. Logos should be hi-res jpg, png, pdf, or eps files. All banner printing, delivery, and return is the responsibility of the advertiser. Banners may be mailed prior to the event or brought inperson to the show. Banners are hung by show staff unless arranged prior.

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### CONTACT INFORMATION

Name/Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: _____

Contact Email: _____

### SPONSORSHIP

Please choose your level of sponsorship below:

Awards Sponsor—$10,000
Show Sponsor—$5,000
Ice Cream Social Sponsor—$2,500
Division Sponsor*—$1,000
Jump Sponsor—$950
Arena Sponsor*—$750
Class Sponsor*
- ☐ Class Sponsor—$30
- ☐ Topaz Sponsor—$31-$75
- ☐ Sapphire Sponsor—$76-$150
- ☐ Ruby Sponsor—$151-$299
- ☐ Emerald Sponsor—$300-$500
- ☐ Diamond Sponsor—$501-$749

Freestyle Drill Team Showcase Sponsor
Any amount $200 +

**please list classes/division/arenas requested at right*

Visit **https://ext.vt.edu/youthhorse** for the schedule & class list information.

*Please list classes, divisions, drill team club name, or arenas you wish to sponsor. If no classes are listed, we will choose for you!*

_____

_____

_____

**If you wish to have your family or business name/logo/ad included in the show program, it must be received by July 31, 2026.**

**Make checks payable to "Treasurer, Virginia Tech" with State 4-H Horse Show in the memo line.**

Please return this form and payment to:Hunter Liles,
Extension Youth Animal Science Associate
388 Litton Reaves - Virginia Tech
175 West Campus Drive
Blacksburg, VA 24061

### TRADE SHOW VENDOR

Please provide a description _____

_____

**Outdoor Exhibit Space**—$300 each
**Indoor Exhibit Space**—$250 each
**Indoor Exhibit Space for Schools**—$200 each
**Outdoor Trailer Dealer**—$275 per trailer

Choose one of the below listed electrical requirements at no charge *(additional hookups $40.00)*

**ELECTRICAL REQUIREMENTS 110V/20 AMP**
*Covered by vendor booth fee*
Additional Hookup required: $_____

**ELECTRICAL REQUIREMENTS 220V/30 AMP**
*Covered by vendor booth fee*
Additional Hookup required: $_____

**VENDOR TABLES**
Vendor is responsible for all table and chair arrangements.

***Please submit the last page of this PDF for vendor contract.***

### ADVERTISING

Please choose your level of sponsorship below:

**Show Program B/W Advertisement**

| | |
|---|---|
| Back Cover—$500 | Quarter Page—$100 |
| Inside Front Cover—$400 | Business Card—$50 |
| Inside Back Cover—$350 | Good Luck-1/4—$60 |
| Full Page—$300 | Good Luck-BC—$30 |
| Half Page—$150 | |

**Arena Banner Advertisement** ***(banners provided by sponsor)***

| | |
|---|---|
| Waldron Coliseum—$125 | Waldron+East—$200 |
| East—$100 | Any 3—$275 |
| Wiley—$100 | Any 4—$400 |
| Dee Dee Complex—$100 | ALL—$475 |
| Sandy Gerald Arena—$100 | |

**Outdoor Fence Banner Advertisement (Facility Entrance)**—$150

**Golf Cart Signage**—$600

***Emailed print-ready ad and/or 100 word announcement to Hunter Liles at huntl97@vt.edu***

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# Trade Show Vendor Contract

**PLEASE NOTE:**
No vendor arrivals permitted before Wednesday, at 10:00 A.M unless otherwise coordinated. Horses will not start arriving until Wednesday, 5pm. Tear down begins at the end of the Sunday performance. Vendors must arrange for their own tables/rentals/deliveries/pickup, etc.

**Contract of Space:**
In the event of fire, strikes or other uncontrollable circumstances, the Virginia 4-H Horse Show shall have no liability or obligation to make any refund.

**Space Assignment:**
Space assignments will be accepted with a signed contract and payment for display area. The Virginia 4-H Horse Show will assign the spaces. In the event that show management must reconfigure certain areas of the floor assignments, the Virginia 4-H Horse Show reserves the right to assign alternate space. NO exhibitor shall transfer, assign, sell or barter assigned space without the express written consent of the Virginia 4-H Horse Show.

Virginia 4-H Horse Show management and Advisory Executive Committee reserve the right to review products sold and refuse vendor space, in the event that there is a conflict of goods offered with another vendor. The Virginia 4-H Horse Show tries to limit duplication of goods and services offered to ensure each vendor a financially successful show.

**Liability:**
The exhibitor agrees to assume all risks of loss injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including goods, merchandise, chattels, papers and business records or other property which may be in or come into the exhibitor's possession during the course of the exhibit and to assume all liability for damage to property, person or persons arising from accidental or other causes incidental to movement and operation of the exhibit area and hereby releases the Virginia 4-H Horse Show and its contractors and the Virginia Horse Center from any liability whatsoever.

**— Use of the 4-H Name and Emblem at the State 4-H Horse Show —**

The 4-H Name and Emblem are protected under federal statute Title 18, U.S. Code 707. This statute protects other federal emblems, like the Seal of the President of the United States. Please see the included information to answer specific questions about how to use these items. If you wish to use the 4-H name and/or emblem, you must first obtain permission from the Virginia 4-H Office. Under no circumstances, will a vendor be allowed to sell T-shirts or other products that display the 4-H Emblem or resemblance of the 4-H Emblem without the proper approval. Please submit a written request along with an example of the artwork you plan to use and email to Hunter Liles, Animal Science Extension Associate, at huntl97@vt.edu for submission to and decision on approval by the Virginia State 4-H Office.

**Acceptance of Terms and Conditions:**
Vendors participating in the Virginia 4-H Horse Show, September 3-6, 2026 as evidenced by its authorized signature below, agrees to abide by all terms and conditions contained in these policies and procedures.

**Our Appreciation:**
Our vendors have been great supporters of the Horse Show Hero program which gives prizes to 4-H'ers who help shoulder the financial responsibility of the show by seeking sponsors. We hope you will join us and providea few prizes at the show to make this program a success. Thank you for your support!

Vendor Owner Signature _____ Date _____