



2022

**Virginia State 4-H Championship
Horse and Pony Show**





March 16, 2022

Dear Virginia 4-H Horse Program Supporters,

Spring is here and with it comes the preparation for the 61st Annual Virginia State 4-H Horse and Pony Show. The dates for this year's show are September 8-11, 2022 at the Virginia Horse Center in Lexington, Virginia. The Virginia State 4-H Show has traditionally been one of the largest youth 4-H horse shows on the East Coast and we hope, with your support, this can only be done once again!

With your support we will continue to be a successful show to our anticipated 300+ riders, clubs, and family members who convene once a year for this show, qualifying the top 70 for the Southern Regional 4-H Championship show.

The 2022 Virginia State 4-H Horse Program receives no additional support other than that of our sponsors, vendors, donors, and the youths' entry fees. The program strives to keep entry fees low to allow youth from any financial situation the opportunity to compete. ***Affordable entry fees would not be an option without your continued support;*** we greatly value the ability to make this show accessible to all youth, no matter their financial situation. What's unique about our show is that our educational competitions also allow youth that may not have the resources to own or ride a horse at the state show the ability to compete as well and enjoy that same state level of experience with their fellow 4-Hers.

Please join us in this special venture as a valued sponsor of the Virginia State 4-H Championship Horse and Pony Show. Enclosed is an outline of the sponsorship levels and advertising rates. As always, 100 percent of your sponsorship goes **directly** to our event in support of the kids.

Our show is operated by over 100 volunteers that freely give their time to ensure the show's safe and successful completion. This is no small task, beginning the first day of the show we have several rings going *at one time* not to mention the Horse Bowl contest, Art and Photography contest, Record Book and Portfolio competition, Horse Judging contest, and the Hippology contest! With your support this great tradition can continue and function at the highest level. We hope you will help us continue to provide the memories of a lifetime for our 4-H members! I look forward to hearing from you. We hope you will join us in 2022!

Sincerely,

Sandy Arnold, Youth Animal Science Extension Associate

Invent the Future

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

Extension is a joint program of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and state and local governments.

Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer.

Virginia State 4-H Championship Horse and Pony Show

September 8-11, 2022 – 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. This show is primarily volunteer run and has hundreds of competitors. It spans over 4 days showcasing a variety of disciplines including Dressage, Hunters, Jumpers, Western, Gymkhana, Ranch, Minis, Driving, Gaited, and Saddleseat.

Top winning riders move on to the Regional contest held in Perry, GA. This show prides itself in being one of the largest youth-only shows held on the East Coast. In addition, it offers many extra educational opportunities for all 4-H youth, including those without access to a horse, such as photography, art, hippology, horse bowl, and horse judging.

With your support 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. Projects are available for youth owning or having access to horses, and also for youth not having access to horses (horseless horse projects).

REACH: The show hosts approximately 275-400 horse and rider pairs with an estimated additional attendance of approximately 600 spectators and guests.



Did You Know...

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 Sandy Arnold,
Animal Science Extension Associate at
horse4h@vt.edu or 703-201-4322
<https://ext.vt.edu/youthhorse>



Virginia Cooperative Extension
Virginia Tech • Virginia State University
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Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; M. Ray McKinnie, Administrator, 1890 Extension Program, Virginia State University, Petersburg.

Sponsorship Opportunities

AWARDS SPONSOR — \$10,000

Commitment due February 1 for sponsor logo placement on ribbons.

- Name and/or logo on select ribbons
- Sponsor announcements daily at all rings
- 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. The 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—\$60
Good Luck ad—BC size—\$30

BANNER ADVERTISING

All banners provided by sponsors.

Waldron Colliseum—\$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—\$50 (at entrance and parking lot)

GOLF CART ADVERTISING

- Foam core Sign 18" x 27" placed on the Horse Program Golf Cart (5 opportunities)—\$50 each

YARD SIGN ADVERTISING

- Foam core Sign 18" x 27" placed in designated areas between the Waldron Arena and Show Office—\$50 each

RIDER SHOW NUMBER ADVERTISING

- Your company name in black lettering on each show number—\$2000
(Each horse/rider pair receives 2 numbers)

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 1/4" 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 in person to the show. Banners are hung by show staff unless arranged prior.

Virginia State 4-H Championship Horse & Pony Show

September 8-11, 2022 – Lexington, VA

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!

ADVERTISING

Please choose your level of sponsorship below:

- ☐ **Show Program B/W Advertisement**
 - ☐ 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—1/4—\$60
 - ☐ Good Luck—BC—\$30
- ☐ **Arena Banner Advertisement** (*banners provided by sponsor*)
 - ☐ Waldron Colliseum—\$125
 - ☐ East—\$100
 - ☐ Wiley—\$100
 - ☐ Dee Dee Complex—\$100
 - ☐ Sandy Gerald Arena—\$100
 - ☐ Waldron+East—\$200
 - ☐ Any 3—\$275
 - ☐ Any 4—\$400
 - ☐ ALL—\$475
- ☐ **Fence Banner Advertisement**—\$50
Small 2' x 4' fence banner
- ☐ **Golf Cart Signage**—\$50 X _____
- ☐ **Rider Show Number Advertising**—\$2000
- ☐ **Emailed print-ready ad to Sandy Arnold at horse4h@vt.edu**

Make checks payable to "VTF – Horse Show"

Please return this form and payment **by July 15, 2022** to:
Jessica Dotson, Extension Support Associate
372 Litton Reaves (0306) – Virginia Tech
Blacksburg, VA 24061

Questions?

Please contact Sandy Arnold,
Animal Science Extension Associate at
horse4h@vt.edu or 703-201-4322.

Virginia State 4-H Championship Horse & Pony Show

September 8-11, 2022 – Lexington, VA

Trade Show Vendor Contract

CONTACT INFORMATION

Name of Business/Company/School: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Description of Goods and Services: _____

EXHIBIT SPACE AND ELECTRICAL HOOKUPS REQUESTED

SELECT SPACE & FEE AMOUNT

- ☐ Outdoor Exhibit Space for Businesses/Companies/Organizations \$300
- ☐ Indoor Exhibit Space for Businesses/Companies/Organizations..... \$250
- ☐ Indoor Exhibit Space for Schools..... \$200
- ☐ Outdoor Exhibit Space of Trailer Dealers (per trailer) \$275

ELECTRICAL: Fee includes one hookup, additional hookups needed:

- ☐ 110V/20 AMP – total number needed _____ x \$40
- ☐ 220V/30 AMP – total number needed _____ x \$40

Total Cost:

Make Check Payable to "VTF Horse Show" and mail to:

Jessica Dotson, Extension Support Associate, 372 Litton Reaves (0306), Virginia Tech, Blacksburg, Virginia 24061

Set Up/Tear Down: Set up will begin on Wednesday at 10:00 A.M. Tear down will not begin until after the end of Sunday performance. Vendors must provide and/or arrange for their own tables/supplies/rentals/deliveries/ pickups, 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: The Virginia 4-H Horse Show will assign spaces upon receipt of a signed contract and payment. In the event that certain areas must be reconfigured, Show Management reserves the right to assign alternate spaces. No vendor shall transfer, assign, sell, or barter assigned space without the express written consent of the Virginia 4-H Horse Show. Show Management and the Advisory Executive Committee also reserve the right to review products sold and deny vendor space in the event that there is a conflict with goods and services offered by another vendor in order to minimize or prevent duplication and ensure each vendor a financially successful show.

Virginia State 4-H Championship Horse & Pony Show

September 8-11, 2022 – Lexington, VA

Trade Show Vendor Contract (continued)

Liability: The Virginia 4-H Horse Show and its employees, representatives, designees, and agents thereof shall not be liable for any accident, theft, loss, or damage that may result from Vendor's participation and Vendor shall indemnify and hold harmless the Show and its employees, representatives, and agents for all liability, loss, or damages that may occur including actions engage in by Vendor's employees, independent contractors, and agents. Vendor shall 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.

Insurance: Vendors shall carry general liability and other insurance coverage that will cover Vendor for all periods of time applicable to this Agreement in the minimum amounts as follows: \$1,000,000 per occurrence and \$2,000,000 aggregate. Vendor shall provide Show Management with Certificate of Liability Insurance naming the Virginia 4-H Horse Show and the Virginia Horse Center as additional insureds.

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

4-H Name and Emblem: 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 State 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 Sandy Arnold, Animal Science Extension Associate, at horse4h@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 8-11, 2022 as evidenced by authorized signature below, agree 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 provide a few prizes at the show to help continue to make this program a success. Thank you for your support!

Vendor Owner Signature

Date