

Upstate New York Hospice Alliance, Inc.

Participating Programs:

Caring Community Hospice
Herkimer County Hospice
Hospice Care of Tompkins County
Hospice Care, Inc.
Hospice of Central New York
Hospice of Chenango County
Hospice of Finger Lakes
Hospice of Jefferson County
The Hospice of Lourdes
Hospice of St. Lawrence Valley
Lewis County Hospice
Oswego County Hospice
Southern Tier Hospice

Advertising Terms

All advertising will be printed in black and white. Payment and Ad Copy must be received by deadline to guarantee entry in the Horse Show Daily Programs. Ad Copy will not be returned, unless specifically requested. Advertising is accepted only if accompanied by full payment.

**Payment/ Ad Copy Submission Deadline:
May 15, 2010**

Acceptance of Advertising or Sponsorship Terms:

Contact Person:

Company:

Address:

City/State/Zip:

Phone:

Fax:

Email Address:

Authorized Signature:

Date:

Return Ad Copy & Sponsorships to:

*Mary Hall-Fisk
3711 VerPlank Road
Clay, New York 13041
315-436-1038 ~ hallstonmanor@windstream.net*

Please Make Checks Payable To:
Syracuse International Horse Show

Sponsored by The American Saddlebred Horse
Association of New York, Inc.

Syracuse International Horse Show

June 16th through June 19th, 2010

BENEFITING

UPSTATE NEW YORK HOSPICE ALLIANCE, INC.

The New York State Fairgrounds Coliseum Syracuse, New York

For Horse Show Information contact:

Julie Kritzler, Co-Chair
(315) 736-1928
Email: wkritzler8779@mybluelight.com

Theresa Giardino, Co-Chair
(315) 768-2474
Email: TeeMagic@aol.com

OR

Naomi Blumenthal, Show Manager
(315) 682-1933
Email: nblumenthal@twcny.rr.com

Advertising Options

The Horse Show Daily Program will be in the format of a daily publication. Four programs will be produced, one for each day of the show. Each price listed below is for one day of advertising.

For every \$100.00 you spend, you will receive 1 raffle ticket for the \$20,000.00 50/50 raffle.

Drawing to be held on Friday, June 18th at the show. Only 200 tickets will be sold.

Front Cover	\$ 200.00
Back Cover	\$ 175.00
Inside Front Cover	\$ 150.00
Inside Back Cover	\$ 150.00
Full Page	\$ 100.00
Half Page	\$ 60.00
Quarter Page	\$ 40.00
Business Card	\$ 25.00

Sponsorship Packages

\$2,000 Platinum Package:

- ◆ \$ 2,000.00 Championship Class in your name
- ◆ Twenty tickets for the \$20,000.00 50/50 raffle
- ◆ Space in Coliseum for a banner*
- ◆ Box of twelve seats with your name on box
- ◆ Full page ad in Horse Show Daily Program all 4 days
- ◆ Presentation to class winners in center ring
- ◆ Gift Basket

\$1,000 Gold Package:

- ◆ \$ 1,000.00 Worth of Championship Classes in your name
- ◆ Ten tickets for the \$20,000.00 50/50 raffle
- ◆ Space in Coliseum for a banner*
- ◆ Box of six seats with your name on box
- ◆ Full page ad in Horse Show Daily Program all 4 days
- ◆ Presentation to class winners in center ring
- ◆ Gift Basket

\$500 Silver Package:

- ◆ Two \$ 250.00 Championship Classes in your name
- ◆ Five tickets for the \$20,000.00 50/50 raffle
- ◆ Space in Coliseum to display banner*
- ◆ Halfpage ad in Horse Show Daily Program all 4 days
- ◆ Presentation to class winners in center ring

\$300 Bronze Package:

- ◆ \$ 300.00 Championship Class in your name
- ◆ Three tickets for the \$20,000.00 50/50 raffle
- ◆ Space in Coliseum to display banner*
- ◆ Halfpage ad in Horse Show Daily Program all 4 days
- ◆ Presentation to class winners in center ring

\$125 Trophy and Ribbon Package:

- ◆ Sponsorship of Trophy and Ribbons for a Championship Class listed in Horse Show Daily Program
- ◆ One ticket for the \$20,000.00 50/50 raffle
- ◆ Presentation to class winners in center ring

\$100 Trophy Package:

- ◆ Sponsorship of Trophy for a Championship Class listed in Horse Show Daily Program
- ◆ One ticket for the \$20,000.00 50/50 raffle
- ◆ Presentation to class winners in center ring

\$50 Ribbon Package:

- ◆ Sponsorship of Ribbons for a Championship Class listed in Horse Show Daily Program
- ◆ Presentation to class winners in center ring

\$25 Ribbon Package:

- ◆ Sponsorship of Ribbons for a Qualifier Class listed in Horse Show Daily Program
- ◆ Presentation to class winners in center ring

*Banner to be supplied by advertiser. Approximate size allowed is 6' x 3' x 4'.