



We are now a certified 501(C)(3)

The Holland Western Horse Park is seeking businesses and individuals to sponsor and support this year's event season. We hope that you or your business will consider supporting our park. In appreciation for your support, we will provide you with recognition on our show bills, website, and at each of this year's horse shows/events.

The Holland Western Horse Park was formed in 1963 and has been providing events and services for the community for almost 60 years. We believe our success is due to the fact that we provide a service area people want and need. Equestrian activities tend to be wholesome endeavors the entire family can enjoy. These activities also allow riders to grow their confidence and leadership skills, practice goal setting, and realize the rewards of hard work and commitment. These are practical skills that they will use the rest of their lives. We encourage this by providing shows, workshops, and volunteer opportunities that allow individuals to display and use the skills they have acquired. We have always prided ourselves on the quality and skill level of the riders and horses frequenting our shows.

Providing all of these opportunities to equestrians in our community is an expensive proposition for Holland Western Horse Park. Our expenses include the hiring of judges, purchasing of awards, liability insurance, grounds maintenance, property taxes, utilities, and other expenses incurred. Our grounds are also urgently due for some higher-cost improvements, such as new lighting and a new permanent restroom.

We have a fantastic group of members and volunteers supplying the manpower necessary to maintain the property and run the shows, but sponsorships like yours are the backbone of our organization. Whether you or your business is horse related or not, we ask you to consider becoming a sponsor of our mission.

**THANK
YOU**

LEVELS of SPONSORSHIP to fit any budget

BENEFIT	PACKAGE <\$100	\$100-249	\$250-499	\$500-999	\$1000-2999	\$3000+
Listed as Sponsor on Show-bill	✓	✓	✓	✓	✓	✓
Recognition at Year End Banquet	✓	✓	✓	✓	✓	✓
Announced 2x per Horse Show	✓	✓	✓	✓	✓	✓
Link & Logo on HWHP Website		✓	✓	✓	✓	✓
Banner Hung (provided by sponsor)		✓	✓	✓	✓	✓
HWHP 1 Yr Membership			✓	✓	✓	✓
Announced 4x per Horse Show			✓	✓	✓	✓
3x6 Vinyl Banner Hung (provided by HWHP)				✓	✓	✓
Right to Give Coupons/Sell at Events				✓	✓	✓
Announced 6x per Horse Show				✓	✓	✓
Naming Rights to an Event (horse show, EMT Challenge, etc.) EX: The Dunder Mifflin Annual Show						✓

Non-monetary Sponsorships

While HWHP appreciates monetary sponsorships that can be used to cover expenses associated with hosting events and maintaining the grounds, we also accept non-monetary sponsorships in the form of:

- Building materials/hardware/landscaping tools
- Reduced or free labor/installation for projects
- Meals or discounts for clinics and/or volunteers
- Prizes and awards for show patrons

Benefits for non-monetary sponsorships will vary, so please contact us for details!

Custom Sponsor Package

We'd love to work with you to build a personalized package that best suits your business needs!

Also note that **anonymous donation** is possible.

Sponsor Name
(for promotional materials):

Contact Person (First & Last Name):

Phone #:

Email Address:

Mailing Address:

Amount or Estimated Value:

If contacted by or sponsoring through a specific
HWHP member, Member's Name:

Would you like to designate your donation for a specific future
project? (please choose one)

- | | |
|---|---|
| <input type="checkbox"/> NO PREFERENCE
Apply my sponsorship however it
will be best utilized! | <input type="checkbox"/> ARENA FOOTING
Redo footing in our main riding
arena for safer riding |
| <input type="checkbox"/> EQUIPMENT BARN
Storage barn to protect all our
maintenance investments | <input type="checkbox"/> BATHHOUSE
Construction of a permanent
bath/shower house |

Select Your Package:

- | | | |
|------------------------------------|--------------------------------------|------------------------------------|
| <input type="checkbox"/> \$3000+ | <input type="checkbox"/> \$1000-2999 | <input type="checkbox"/> \$500-999 |
| <input type="checkbox"/> \$250-499 | <input type="checkbox"/> \$100-249 | <input type="checkbox"/> <\$100 |

*If you don't intend to utilize a certain benefit please note that in
the requests box below or contact us.

Additional Requests or Notes:

Sponsor Signature:

HWHP Board Member Signature:



Please make checks payable to:
Holland Western Horse Park
PO Box 2015
Holland, MI 49422



Please email information and/or logos for ads to:
info@hollandwestern.com

SPONSORSHIP
APPLICATION



Make good kids & even better ADULTS

Holland Western is where winners are built... But our definition of "winner" is a bit different. The blue ribbon isn't what makes a winner. A winner in our mind is a person who is exemplary. Through horses we are able help our patrons develop integrity, a positive attitude, work ethic, sportsmanship, and a spirit of learning. The horse industry is a tight-knit community who aim to support each other in and out of the ring. It's harder to fall when one is on a team, and we are here to build a team of winners.



MISSION STATEMENT

Holland Western Horse Park exists first and foremost to provide an inclusive, supportive, fun, and safe environment for the horse community and the public at large. It is our mission to serve the community with a focus on youth and families while providing horse-related educational opportunities to people of diverse experience levels, abilities, and backgrounds, and to inspire new partnerships among equestrians to challenge each other and grow together.



3856 61st St, Holland, MI 49423

Mail To:
PO Box 2015
Holland, MI 49422

www.HollandWestern.com
info@hollandwestern.com



SPONSOR PROGRAM



HWHP
Holland Western Horse Park

WHERE WINNERS ARE BUILT