

SPONSORSHIP OPPORTUNITIES

2025 USPC Convention



Gallop into the Great Lakes

January 22–26, 2025 • Traverse City, Michigan

About Pony Club

The United States Pony Clubs, Inc. (USPC) is a 501(c)(3) nonprofit and one of the country's leading equestrian organizations. Through Pony Club's educational and instructional programs, members not only learn skills related to the care and riding of horses, but develop character, leadership, confidence, and a sense of community... all values we strive to see in our future leaders.

Through your sponsorship, you will align with an organization dedicated to developing the next generation of leaders for the horse industry and beyond.

Learn more at
ponyclub.org

2025 USPC Convention January 22-26, 2025

*Hosted by the United States Pony Clubs
and the Great Lakes Region
at the Grand Traverse Resort • Traverse City, MI*



This event brings together 400+ Pony Club members, volunteers, leaders, and families from across the country. The weekend is filled with workshops and educational activities, along with a research project fair designed for Pony Club members of all levels and ages, and a fun Saturday evening banquet.

Contact  development@ponyclub.org
 (859) 254-7669

Pony Club
Where it all begins

2025 USPC CONVENTION



Title Sponsor

- Recognition as the Title Sponsor of the 2025 USPC Convention.
- Recognition on social media and signage at the USPC Convention.
- Full page ad in the USPC Convention program.
- Logo placement on tote bags (non-exclusive).
- Logo placement on event website.
- Complimentary booth in the Trade Fair.
- 4 registrations to the USPC Convention.
- 1 reserved table and 10 tickets to the Saturday evening banquet.*
- Invitation to present a workshop(s) as part of the Convention educational programming (if applicable and time allows).
- Recognition at the Meeting of the Corporation.
- Portfolio Service with promotional materials placed in registrant packets.
- Additional benefits are negotiable.

INVESTMENT.....\$7,500

Exclusive - One opportunity available at this level.

Deadline December 1, 2024



Supporting Sponsor

- Recognition as the Supporting Sponsor of the 2025 USPC Convention.
- Recognition on social media and signage at the USPC Convention.
- Half-page ad in the Convention program and logo on event website.
- Logo on the tote bags (non-exclusive).
- Complimentary booth in the Trade Fair.
- 2 registrations to the USPC Convention.
- 2 tickets to the Saturday evening banquet with reserved seating.*

INVESTMENT.....\$5,000

Exclusive - One opportunity available at this level.

Deadline December 1, 2024

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*Some benefits listed on this page may reduce tax-deductible amount of these contributions.



2025 USPC CONVENTION



Special Sponsorship Opportunities

Tote Bag Sponsor

- Company logo will be placed prominently on tote bags. with Convention logo (may not be exclusive).
- Complimentary booth in the Trade Fair.
- Portfolio service with promotional items placed in registrant packets.

INVESTMENT\$3,500
One opportunity at this level

Professional Development & Leadership Training

Connect with Pony Club's adult leaders and volunteers through sponsor recognition centered around these two days of specialized training, including sessions eligible for continuing education credit.

INVESTMENT \$3,500
One opportunity at this level

Banquet & Keynote Speaker Sponsor

As the sponsor of the Saturday night banquet, you will be listed as the Banquet Sponsor and Keynote Speaker Sponsor in all media and materials.

- Complimentary tickets to the Saturday evening banquet (# tbd).
- Other benefits negotiated as plans develop.

INVESTMENT \$3,500
One opportunity available

USPC Equine Anatomy Room Sponsor

The USPC Equine Anatomy Room offers a hands-on experience to see and touch more than 100 equine specimens. Staffed by vets and equine experts, the USPC Anatomy Room is a popular Convention activity open to everyone. Benefits vary by levels below and can be negotiated.

TITLE SPONSOR INVESTMENT \$1,500
One opportunity available at this level

ANATOMY LAB SPONSOR INVESTMENT \$500
Multiple spots available

All sponsors receive recognition on the event website, and in the official programs. Recognition may also include social media, press releases and magazine coverage as well as on-site opportunities.

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Additional sponsorship opportunities and benefits are available, as well as custom packages to fit your needs.

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Research Project Fair Sponsor

The Research Project Fair is open to all Pony Club members, allowing for all ages to design, research and display their own research project. Each project is judged by a panel made up of veterinarians, veterinary technicians, researchers, teachers and Pony Club graduates. Prizes for 1st through 5th place in each division and ribbons will be awarded to all participants. All contest entries will be displayed at the Convention for everyone's educational enjoyment.

Benefits negotiable at both levels listed below

TITLE SPONSOR INVESTMENT \$1,500
One opportunity available at this level

SPONSOR INVESTMENT \$500
Multiple spots available

Pony Paddock Sponsor

Support the younger members of Pony Club as they participate in the Pony Paddock. Pony Paddock is geared for those members who aren't quite ready to attend the workshops, but still love learning about horses. Pony Paddock features horse-related games, crafts, and learning opportunities geared to age level, and much more.

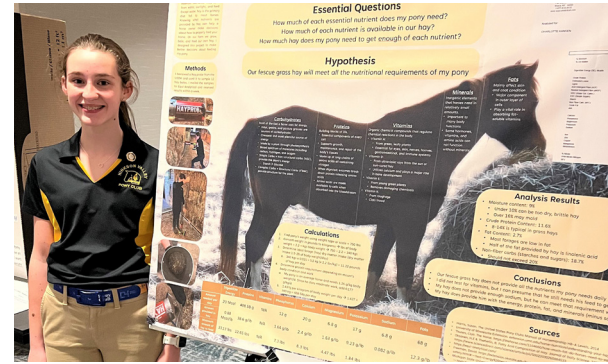
- Recognition as a Pony Club Paddock Sponsor in the USPC Convention Program.
- Signage at Pony Paddock on-site.
- Opportunity to participate with activities and/or product.

INVESTMENT \$500
Multiple opportunities available

Coffee Break Sponsor

Coffee Breaks will be scheduled throughout the event, with opportunities for sponsors to meet, mingle and talk to the Pony Club audience. Thursday and Friday breaks will be during the leadership training sessions involving club, center and regional Pony Club volunteers. Friday and Saturday breaks will also include members, parents, instructors, and additional volunteers. Sponsor signage and promotional materials will be at each break.

INVESTMENT \$500
Six (6) opportunities available



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Portfolio Service

Portfolio Service allows your company to place its promotional material and/or product samples in the registration packets of participants. This is a great way to get your product information in front of the Pony Club community. Sponsor is responsible for providing materials by the specified date.

INVESTMENT \$350

Multiple opportunities available

Educational Workshop Sponsor

Select your favorite workshop or presenter and your name will be listed as the sponsor of that particular workshop. Or, USPC can assign workshop sponsors as needed. Your name and logo will be featured on signage for the workshop.

INVESTMENT \$300

Multiple opportunities available

Custom sponsorship packages available - contact development@ponyclub.org

Advertising in the USPC Convention Program

All ads are 4-color and must be print-ready. Limited space is available and must be reserved with materials submitted by December 15.

½ page ad \$100
Full-page ad \$200
Full-page Back Cover \$300

Ad Dimensions:
Full page non-bleed 8" x 5"
½ page horizontal 4" x 5"

Contact

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☎ (859) 254-7669

Silent Auction

The Silent Auction raises funds for both the hosting region and the national organization. If you are interested in donating an item(s) to the auction, please check the form and you will be contacted to arrange for pick up or shipping.



January 22-26, 2025



Traverse City, Michigan

2025 USPC Convention

I want to support the 2025 USPC Convention at the following level:

- _____ Title Sponsor at \$7,500 (1 spot available)
- _____ Supporting Sponsor at \$5,500 (1 spot available)
- _____ Tote Bag Sponsor at \$3,500
- _____ USPC Equine Anatomy Room Sponsor at \$1,500 / \$500
- _____ Banquet & Keynote Speaker Sponsor at \$3,500
- _____ Professional Development & Leadership Training Sessions Sponsor at \$3,500
- _____ Research Project Fair Sponsor at \$1,500 / \$500
- _____ Pony Paddock Sponsor at \$500
- _____ Coffee Break Sponsor at \$500
- _____ Portfolio Service Sponsor at \$350
- _____ Workshop Sponsor at \$300
- _____ Friend of Pony Club. A donation of any amount is greatly appreciated.
- _____ **I would like to donate an item to the Silent Auction. Please contact me.**
- _____ **I would like information about the Trade Fair.**
- _____ Program Advertising: _____ Half Page _____ Full Page _____ Back Cover

Company/Organization/Individual Name (as you would like it listed for official acknowledgement)

Contact Name _____

Address _____

City/State/Zip _____ Telephone _____

Email _____ Website _____

Preferred social media tags _____

Please return this form to development@ponyclub.org

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