

# 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](https://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.

#### Sign up to be part of it today!

*To meet printing deadlines and get the most out of your sponsorship, reserve your spot by **Dec. 3, 2024***

**Contact**  [development@ponyclub.org](mailto: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.*

**Reserve before December 3, 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.*

**Reserve before December 3, 2024**

## Contact

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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

Reserve before December 3, 2024

### 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.

TITLE SPONSOR INVESTMENT ..... \$3,500

One opportunity available **SOLD**

### 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 **SOLD**

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* **SOLD**

**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*

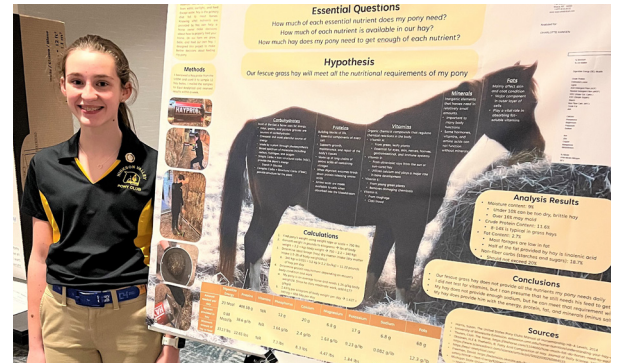
## Coffee Break Sponsor

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 - 1 SOLD*



## Contact

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# 2025 USPC CONVENTION



## 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](mailto: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 3**.

|                      |                              |                             |
|----------------------|------------------------------|-----------------------------|
| ½ page ad            | \$100                        | <b>Ad Dimensions:</b>       |
| Full-page ad         | \$200                        | Full page non-bleed 8" x 5" |
| Full-page Back Cover | <del>\$300</del> <b>SOLD</b> | ½ page horizontal 4" x 5"   |

**Contact**

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## 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~~ **SOLD** / \$500
- \_\_\_\_\_ Banquet & Keynote Speaker Sponsor at \$3,500 **SOLD**
- \_\_\_\_\_ Professional Development & Leadership Training Sessions Sponsor at \$3,500
- \_\_\_\_\_ Research Project Fair Sponsor at ~~\$1,500~~ **SOLD** / \$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 (due Dec. 3): \_\_\_\_\_ Half Page \_\_\_\_\_ Full Page **SOLD** 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 \_\_\_\_\_

**Sponsor Deadline:** to meet printing deadlines and maximize your exposure, book by **DEC. 3.**

**Please return this form to [development@ponyclub.org](mailto:development@ponyclub.org)**

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Phone: (859) 254-7669 • FAX: (859) 233-4652 • [www.ponyclub.org](http://www.ponyclub.org)