



# ALL AMERICAN STRAIGHT EGYPTIAN CHALLENGE CUP

## 2019

# SPONSORSHIP OPPORTUNITIES

### MEMBER AWARDS PROGRAM

The Pyramid Society is proud to launch the innovative **ALL AMERICAN STRAIGHT EGYPTIAN CHALLENGE CUP**, a member awards program designed to recognize two and three year old participating Straight Egyptian Arabian horses at designated shows across the United States. Contenders may then compete for additional recognition and paybacks at the Challenge Cup Championships, held annually at the Egyptian Event.

## 2019 PARTICIPATING CHALLENGE CUP OPEN SHOWS

**ARABIAN NATIONAL BREEDER FINALS**, Sept. 26-29, 2018, Scottsdale, Arizona

**SCOTTSDALE ALL-ARABIAN HORSE SHOW**, February 14-24, Scottsdale, Arizona

**REGION 12 CHAMPIONSHIPS**, May 6-9, Perry, Georgia

**WISCONSIN ARABIAN HORSE ASSOCIATION SHOW**, August 2019, Jefferson, Wisconsin

**EAST COAST CHAMPIONSHIPS**, August 2019, Lexington, Virginia

## 2019 CHALLENGE CUP CHAMPIONSHIPS

**2019 EGYPTIAN EVENT**, August 28– 31 Lexington, Kentucky.

This exciting “Challenge Cup” provides the opportunity for our Straight Egyptian Arabian horses to have broader exposure and be showcased in numerous venues across the United States. As a dedicated Straight Egyptian Arabian breeder we earnestly invite you to join us in supporting and celebrating this new program and our beloved Straight Egyptian Arabian contenders.

## SPONSORSHIP LEVELS

\$20,000 Platinum Sponsorship

\$10,000 Diamond Sponsorship

\$5,000 Sapphire Sponsorship

\$1,000 Benefactor

\$500 Friend

## \$20,000 PLATINUM, \$10,000 DIAMOND & \$5,000 SAPPHIRE LEVELS

As a convenience to both Egyptian Event and Challenge Cup Sponsors, the Platinum, Diamond and Sapphire sponsorship dollars will be split evenly between the Egyptian Event and the Challenge Cup. Recognition and amenities will be commensurate with the designated sponsorship levels, as outlined below. All Platinum, Sapphire and Diamond Sponsors will be recognized at their respective level of sponsorship and receive the following, ongoing Challenge Cup recognition:

- Name of farm and one logo to be included on all print and digital materials.
- Designated e-blasts, promotion in national and international magazines.
- Recognition in the Show Program of all participating shows.
- Promotion at the Egyptian Event, commensurate with level of sponsorship.

## \$1,000 BENEFACTOR & \$500 FRIEND SPONSORSHIPS

All Benefactor and Friend sponsorships dollars will be earmarked for the All American Challenge Cup. Respective amenities will include both digital and print promotion through The Pyramid Society, and in collaboration with the individual shows for the most effective promotion possible.

*Packages may be customized to best meet sponsors' needs.*

## \$20,000 SPONSORSHIP PACKAGE

### PLATINUM Challenge Cup Sponsorship and 2019 EGYPTIAN EVENT V.I.P. SPONSORSHIP PACKAGE

#### *Exposure and Promotion:*

- One 10x10 exhibitor booth located on the arena concourse.
- One personalized arena banner hung in the arena for the duration of the Egyptian Event, designating you as both a Challenge Cup Major Sponsor and an Event Platinum Sponsor.
- Your farm flag hung in the arena for the duration of the Egyptian Event.
- Ongoing public recognition at the Event, and promotion on the arena big screen.
- One regular color page in the 2019 Egyptian Event Show Program.
- Your logo and optional, personalized sponsor profile displayed on the Society's Egyptian Event website.

#### *Your choice of:*

- Your two-minute video shown at least one time during 'prime time' on the big screen, or
- Your 300x300 web banner displayed for 12 months on one of several high-traffic pages on the Event's web site.

#### **On-site amenities at the Egyptian Event:**

- Sponsor Table seating for eight in the Covered Arena.
- Seating for up to eight in the Patrons' Lounge for four days.
- Two Golf carts, or one four-seater Golf Cart for four days.
- A table for eight at the annual Gala
- Sponsorship of a Championship or Breeders' Program Class.

Note: daily lunch tickets or gala tickets may be purchased.

## \$10,000 SPONSORSHIP PACKAGE

### 2019 DIAMOND All American Challenge Cup Sponsorship and GOLD Egyptian Event Sponsorship

#### *Egyptian Event Amenities, Exposure & Promotion:*

- Farm flag hung in the arena for the duration of the Event.
- Daily recognition on the arena big screen.
- Special recognition in the 2019 Egyptian Event Show Program.
- Logo and optional, personalized sponsor profile displayed on the Egyptian Event website.

#### *Your choice of:*

- A one-year, complimentary featured farm listing and expanded profile on the Society's website, or
- Your 300x300 web banner displayed for 12 months in a prominent location on the Egyptian Event website.

Sharing of packages: For an additional \$500 Gold patrons may share the costs, amenities, and promotional value of this package with another farm or breeder.

#### **On-site Amenities and Benefits include:**

- Sponsor table seating for 8 in the covered arena.
- Seating for four in the Patrons' Lounge for four days.
- One golf cart for four days.
- Seating for four at the annual Gala.
- Sponsorship of an Event class.

\*Sponsors may purchase as many additional tickets as needed at the regular ticket cost.

## \$5,000 SPONSORSHIP PACKAGE

### 2019 SAPPHIRE All American Challenge Cup Sponsorship and SILVER Egyptian Event Sponsorship

#### *Egyptian Event Amenities Exposure & Promotion:*

- Farm flag hung in the arena for the duration of the Event.
- Daily recognition on the big screen.
- Recognition in the 2019 Egyptian Event Show Program.
- Logo displayed on the Egyptian Event website sponsorship listing.

#### **On-site Amenities & Benefits include:**

- Seating for eight in the patrons' section in the covered arena.
- Two patrons' luncheon tickets for four days.
- A Golf Cart for four days.

## *Will You Accept The Challenge?*

FOR MORE INFORMATION CONTACT:



The Pyramid Society  
Ph: (859) 231-0771  
info@pyramidsociety.org  
www.pyramidsociety.org



MEMBER AWARDS PROGRAM