

Dear Sponsor,

We are reaching out again to once more thank you for the support you gave to our 2023 events - the Derby Day Classic Horse Show and the Fall Festival Horse Show Presented by Equestrian Closet. Without you and others like you, we would not be able to provide the boutique horse show experience at an affordable grassroots level competition! Our competitors are forever grateful to you for your support! We are planning an even bigger 2024 with two shows once again - The Spring Fling Horse Show April 5-7, and the Fall Festival Horse Show November 15-17, 2024. We have made some tweaks to the schedule as requested by our competitors, and will give them an outdoor experience in the Kentucky Horse Park Stonelea Arena for spring and move back to the covered arena for fall once renovations have been completed by Kentucky Horse Park.

We are proud to announce that we served 85 horses last November with 91 riders and 22 trainers. The average rider brought at least one parent or family member along, and we saw over 200 spectators stop by to check out the competition! Our Friday night exhibitor pizza party was a huge success, and drew about 100 participants during warm up day. Overall, we estimate that 400 - 450 people were physically present at the show throughout the weekend, and another 3,100 - 4,000 viewed our online marketing, website advertising, and associated content. Our demographic included participants from Kentucky, Tennessee, Indiana, and Ohio. Our youngest participant was 2 years old, and our oldest was 63. Internet traffic to our website and directed links (including our sponsors of every level) was up 1500% the in the weeks prior to the show.

We are ecstatic with the overall turnout and quality of horses and riders who participated in our second event and hope to continue building this series in partnership with Kentucky Horse Park and KHJA. We have targeted the 2024 Spring Fling date to be the week before a horse trial at the park, and are marketing our show to those riders who may be interested in getting a little practice in before their larger event. The Fall Festival will once again be one of the last shows of the KHJA and OHJA point season, and we are considering adding a second competition ring to that show should the numbers merit.

We are writing to you today to ask for your support again going into 2024, and again are offering multiple levels of for purchase advertising and in kind sponsorships, but now with a commitment from us to you of for both horse shows! We believe we can serve our sponsors and advertisers better by committing to them for the entire series, and asking that they support us for the year as well. Attached to this letter you will find our sponsorship proposal, and as a returning sponsor we would love to offer you a 20% discount on paid advertising. If you have any questions or additional ideas of how Pegasus Productions can better promote your business, we would love to hear those as well, please reach out to me directly at your convenience! We are super excited about the future, and once again hope to carry our recent successes together through 2023 and beyond. With your help, we can continue producing events our riders love while supporting our sponsors in their business endeavors.

Sincerely,

A handwritten signature in cursive script that reads "Kelsey + Jack Nash". The signature is written in black ink and is positioned above the typed name.

Kelsey and Jack Nash



## 2024 SHOW SPONSORSHIP OPPORTUNITIES

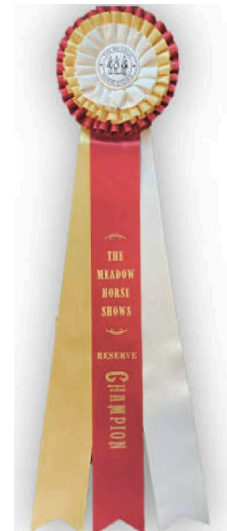


### Champion Title Sponsorship (\$3,000+):

*Show Title Naming Rights*  
*Premier Arena Signage*  
*Announcer Recognition Throughout Show*  
*Welcome Reception Recognition*  
*Continuous Social Media*  
*Ad in Prize List and Website*  
*Press Release and Branding*

### Reserve Champion Show Sponsorship (\$2,000+)

*Division or Feature Class Naming Rights*  
*Arena Signage*  
*Announcer Recognition Throughout Show*  
*Social Media Mentions*  
*Ad in Prize List and Website*  
*Press Release and Branding*





Blue Ribbon Division Sponsorship (\$1,000+)

*Division Naming Rights*

*Arena Sign*

*Announcer Recognition During Division*

*Social Media Shout Out*

*Ad on Website*

Red Ribbon Class Sponsorship (\$500+)

*Class Naming Rights*

*Arena Sign*

*Announcer Recognition During Class*

*Social Media Shout Out*

*Ad on Website*



Yellow Ribbon Sponsorship (\$350+)

*Announcer Recognition*

*Social Media Shout Out*

*Ad on Website*

*For more information, or to secure you sponsorship, contact Jack Nash at 901-650-3846 or ponyjudge@gmail.com.*