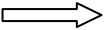


TV Opportunities May Be Available

**Gulf Coast Charity Horse Shows and Music Festival
April 21st – 24th, 2010, Panama City Beach, Bay County, Florida
Sponsorship Opportunities**

SEE OTHER SIDE



PLEASE NOTE ALL SPONSORSHIP ADVERTISEMENT SUBJECT TO PRINTING DEADLINES AND SPACE.

Class Sponsor - \$1,000 CASH plus ("Comp rooms", meals, amenities, other in-kinds, etc)

- A Sponsor's name, phone number, address (info as space is available) on national advertising, on showbills flyers (20,000+ to be disseminated beginning August each year, at "Celebration", Shelbyville, TN & WHOA/TWHBEA Conventions, plus other horse shows and venues throughout the Southeast and Country and in the Trainer Package.)
- B Name, phone number, address of local businesses on "AROUND TOWN" publication included in trainer packets (approx. 1000 mailed in Jan. or Feb.)
- C Advertising in two National Horse Show Industry publications (VOICE 60,000 a month circulation & Walking Horse Report – 15,900 circulation weekly) to include name, phone and address as space is available and on internet @ www.gulfcoasthorseshow.com
- D Name in full page ad in The News Herald * Name in Program * Name on professional "Retroboard" at shows
- E Name recognized by Emcee as class sponsor the night of the class event
- F 2 complimentary sponsor general admission tickets each night, 2 Reserved Box Seating tickets for the night of your class upon your request and Gold Parking Pass

Emerald Ribbon and Trophy Sponsor - \$1,000 CASH

*A, C, D, and F above and name recognized by Emcee as Emerald Ribbon & Trophy sponsor during 4 classes of the shows

Championship Sponsor - \$1,500 CASH (5 available)

*All of the above ADVERTISING (A – E) opportunities (these are the most prestigious class as class sponsor)

*Picture taken with Winner of Championship Class at presentation of trophy if desired.

Premier Sponsor - \$2,500 CASH

- All of the above ADVERTISING (A – E) as in Class Sponsor, membership in the Paddock Club for all shows each of the 4 days
- RESERVED Row B, 2nd row, complimentary table each night for 8 in the Paddock Club, includes 8 complimentary food tickets (3 nights) and sponsor general admission tickets per night, entertainment.
- 1 complimentary VIP Parking Pass and 1 **Complimentary Reserved Barn Parking Pass and Parking Space**
- 2 invitations to the exclusive Owner/Trainer/Exhibitor (O/T/E) Party Upon Request
- Special Recognition by Emcee on Thursday Night *Name on "posters" throughout Southeast

Medallion Sponsor - \$5,000 CASH

- All of the above ADVERTISING (A-E) as in Class Sponsor, membership in the Paddock Club for all shows each of the 4 days
- RINGSIDE complimentary table each night for 8 in the Paddock Club includes 8 food tickets (3 nights) and sponsor general admission tickets per night, entertainment.
- 2 complimentary VIP Parking Passes *1 **Complimentary Reserved Barn Parking Pass and Parking Space** * 2 invitations to the exclusive Owner/Trainer Exhibitor (O/T/E) Party (upon request)
- *Special recognition EACH NIGHT by EMCEE

Silver Sponsor - \$10,000 CASH

- All of the above ADVERTISING (A – E) as in Class Sponsor, membership in the Paddock Club
- 1 Complimentary RINGSIDE AND 1 Complimentary RESERVED ROW B table for 8 per table each night in the Paddock Club includes 8 food tickets (3 nights) and 16 drink tickets per night per table and entertainment.
- 4 complimentary VIP Parking Passes *1 **Complimentary Reserved Barn Parking Pass and Parking Space** * 4 invitations to the exclusive Owner/Trainer Exhibitor (O/T/E) Party (upon request).
- * Invitation to all Scheduled Events the week of the shows
- 2 Complimentary Invitations to O/T/E Brunch on the Grounds Sat * Private tour of stables * Name on "Gulf Coast Charity Celebration" stationary, entry forms and fee summaries (thousands)

Gold Sponsor - \$20,000 CASH

- All of the above OPPORTUNITIES listed above found in Silver Sponsorship except as specified below, membership in the Paddock Club
- Name on all table tents in the Paddock Club Reserved and Ringside Tables
- 6 complimentary VIP Parking Passes * 2 **Complimentary Reserved Barn Parking Passes and Parking Space** * 4 complimentary invitations to O/T/E Brunch on the Grounds Sat
- VACATION PACKAGE: Complimentary Hotel accommodations for 2 during the week of the shows; a golf, tennis or fishing pkg. for 4

Diamond Sponsor - \$50,000 CASH

- ALL ADVERTISING OPPORTUNITIES LISTED ABOVE (as found in Gold Sponsorship), membership in the Paddock Club
- Name on special events T-shirts
- Signage in arena and refreshment area
- Paddock Club named after Diamond Sponsor (signage) *Media Coverage as Events Host (radio, TV, Billboards throughout the Southeast *Name on Billboards throughout the Southeast *Company name and logo on events cocktail napkins and cups *2 Complimentary RINGSIDE TABLES for 8 each night, includes food and entertainment
- Premier parking spaces

Ribbon or Trophy, Halter or Cooler Sponsor - \$250 CASH:

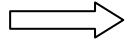
- 2 Complimentary Reserved Seats in the Paddock Club for the night of your presentation or on a night of your choice, upon advanced notice.
- 2 complimentary sponsor general admission tickets for each night
- Name recognition by Emcee during Class Award *Presentation of ribbon or trophy or halter (if desired) *Name printed in program and in News Herald.

Friendship Sponsor - \$100 CASH: 2 sponsor general admission tickets each night, name in program.

TV Opportunities May Be Available!!!

**Gulf Coast Charity Horse Shows and Music Festival
April 21st – 24th, 2010, Panama City Beach, Bay County, Florida
Underwriting Sponsorship Opportunities**

SEE OTHER SIDE



PLEASE NOTE ALL SPONSORSHIP ADVERTISEMENT SUBJECT TO PRINTING DEADLINES AND SPACE.

TICKETS - \$2,500 CASH(1 only): Name printed on general admission tickets. For general admission this is the first point of contact with the Gulf Coast Charity Celebration Shows, a highly visible sponsorship. Name printed in program. Name in full page News Herald ad.

DIRECTIONAL SIGNAGE - \$2,000 CASH each direction (4 only): Name and Company logo on the North, East, South or West center ring signage (1 per direction). Signage of hard core construction – no banners are allowed.

PARKING PASSES - \$2,500 CASH (1 only): Name ON ALL PARKING PASSES. Most owners/trainers and sponsors at all levels are premailed parking passes. Name printed in program. Name printed in full page News Herald ad.

TABLE DECORATIONS - \$2,500 CASH(1 only): Name on all RESERVED and RINGSIDE tables each night of event.(approx. 150-200 tables of 8) Table for eight in Paddock Club.

WINE & SPIRITS - \$2,500 CASH (1 only): Name on cocktail napkins. Table for eight in Paddock Club.

ENTERTAINMENT - \$6,000 CASH(4 available – 1 per night): Name on showbills (20,000+) disseminated each year *Name in national advertising (Report, Scoop others) * Company's name and logo on band stage hard signage for night of sponsorship as provided by sponsor * Name in full-page newspaper ad * Ringside table for the night for 8 (meals included)*Name in program.

DINNER - \$10,000 CASH (per night, 4 available): Name on ringside and reserved seating table tents. Name on exclusive food tent in Paddock Club (1600 patrons possible). Name in full-page newspaper ad. Name in program, Full Page Ad in program, Table for eight in Paddock Club.

PADDOCK CLUB SEATING OPPORTUNITIES/SPONSORSHIPS

These are very limited seating opportunities. Availability is on a first come basis. Box and Table sponsors will get table preference based on date of payment and number of years as a sponsor. Priority in table placement will also be given on Premier, Medallion, Silver, Gold and Diamond Sponsors.

PADDOCK CLUB SEATING INCLUDES: Complimentary reserved table for 8 each night. Includes complimentary sponsor general admission for 8, entertainment after the shows, 1 VIP Parking Pass, 8 complimentary food tickets for 3 nights (Wed. night dining not included), cocktail server available in Paddock Club. Prices vary per row.

PROGRAM AND OPPORTUNITIES

RINGSIDE SEATING - \$1,250

(Ads must be camera-ready and Submitted by March)

Reserved Row B (2nd Row) \$1,100

Contact: 850-914-9030

Reserved Row C (3rd Row) \$1,000

Full Page:

\$250.00

(Remember only 1

Individual Seating Row C only \$180 per seat (four nights)

One-Half Page:

\$150.00

front and back page,

Box Seats - \$600: Reserved Ringside seating for 6 for all four nights of shows

One-Quarter Page:

\$100.00

1st come 1st serve)

Includes Sponsor general admission tickets and entertainment each night. Limited

One-Eighth Page:

\$50.00

Number available. (BOX SEATS DO NOT INCLUDE MEALS)

Back Cover:

\$750.00

Front Cover:

\$1,000.00

Program Ad Size & Price _____

SPONSORSHIP SELECTION AND INFORMATION FOR BILLING AND PROGRAM

Name: _____

Phone: (wk) _____ (h) _____

Address: _____

(cell) _____ (fax) _____

SPONSORSHIP LEVEL SELECTION & Price: Friendship \$100____; Ribbon, Trophy or Halter \$250 ____; Local TV Sponsor \$275____; National TV Sponsor \$1,000____; Class \$1,000 ____; Emerald R/T \$1,000 ____; Championships (5 only) \$1,500 ____; Premier \$2,500 ____; Medallion \$5,000 ____; Silver \$10,000 ____; Gold \$20,000 ____; Diamond \$50,000 ____; Tickets \$2,500 ____; Signage \$2,000 ____; Parking \$2,500 ____; Table Decorations \$2,500 ____; Wine & Spirits \$2,500 ____; Entertainment \$5,000 ____; Dinner \$10,000 ____; In Kind ____; other \$_____(amount).

Seating Sponsorship Opportunities:

RINGSIDE ____; ROW B ____; ROW C ____; BOX SEATS ____; or INDIVIDUAL ROW C SEATS ____

PLEASE SPECIFY THE ROW YOU DESIRE – Priority in Paddock Club Seating is based on date of payment and years of support

GENERAL ADMISSION: \$12.00, ACTIVE MILITARY & CHILDREN SIX AND UNDER FREE

SIGNATURE: _____

**MAKE CHECKS PAYABLE TO GULF COAST CHARITY CELEBRATION ASSOCIATION, INC.
THANK YOU FOR YOUR SUPPORT! REMEMBER, 4 DAYS OF EXCITING AND DIFFERENT SHOWS**

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. REG. #SC-10895; THIS CHARITY (GULF COAST CHARITY CELEBRATION ASSOCIATION, INC.) HAS RECEIVED 100% OF EACH CONTRIBUTION. AS A SPONSOR OF THIS 501(C) 3 CHARITABLE CORPORATION, YOU HAVE RECEIVED NO INTANGIBLE RELIGIOUS BENEFITS AND YOUR CONTRIBUTIONS TAX DEDUCTIBILITY IS LIMITED TO YOUR CONTRIBUTION LESS ANY MONEY, GOOD OR SERVICES YOU RECEIVE IN RETURN THEREFORE, GCCC ASSOC., INC. HAVE MET THE REQUIREMENTS OF THE FLORIDA SOLICITATION OF CONTRIBUTIONS ACT.

418 N. Cove Blvd., Panama City, Florida 32401 Phone: (850)914-9030; (850)763-6651; Fax: (850) 763-6653;www.gulfcoasthorseshow.com