



2017 T.I.P. Sponsorship Opportunities

Join the Thoroughbred Movement! Support Thoroughbreds in their second careers through sponsorship of the Thoroughbred Incentive Program Championships and programs. For more information contact us or visit tjctip.com and facebook.com/tjctip.

Company or Individual Name: _____

Address: _____

Contact Person: _____

Phone: _____ Email: _____

Sponsorship Level

- _____ \$500 T.I.P. Championships Jump Sponsor
- _____ \$500 State Bred and/or Residing Performance Award Sponsor
- _____ \$500 Youth Ambassador Program Sponsor
- _____ \$1,000 Youth Ambassador Program Premier Sponsor
- _____ \$2,500 T.I.P. Championships Ribbon Sponsor
- _____ \$2,500 Thoroughbred Recreational Riding Incentive Program Sponsor
- _____ \$5,000 T.I.P. Championships Division Sponsor
- _____ \$7,500 T.I.P. Championship Winners Circle Sponsor
- _____ \$10,000 T.I.P. Championships Ring Sponsor
- _____ In-Kind State Bred/Residing Performance Award Sponsor (*please describe*)

_____ In-Kind T.I.P. Championships Award Sponsor (*please describe*)

Value: _____

Sponsorship package descriptions attached

Thank you for supporting the Thoroughbred Incentive Program!

The Jockey Club
Kristin Werner Leshney
Senior Counsel and T.I.P. Coordinator
821 Corporate Dr., Lexington, KY 40503
(859) 224-2720 kleshney@jockeyclub.com



T.I.P. Championships at the New Vocations Charity Thoroughbred Show September 8 - 10, 2017, at the Kentucky Horse Park Sponsorship Descriptions

\$10,000 T.I.P. Championships Ring Sponsor – Ring Sponsors are provided with sponsorship in the ring of your choice, subject to availability. Opportunities: Rolex Hunter Ring, Rolex Jumper Ring. May also be available on a by day basis. Sponsorship also includes:

- Two (2) banners displayed in ring throughout horse show weekend (T.I.P. to provide banners)
- Sponsor recognition in 2017 Horse Show Program (full page ad)
- Logo/link on T.I.P. Championships webpage throughout 2017 (logo/link provided by Sponsor)
- Announcement of sponsorship on T.I.P. Facebook and through T.I.P. electronic newsletter and public address daily announcements at show. Option to send sponsor-focused electronic mailing (sent by and contents subject to the approval of T.I.P.)
- Inclusion of materials in competitor welcome bags

\$7,500 T.I.P. Championships Winners Circle Sponsor – Winners Circle Sponsors are provided with sponsorship of one (1) Winners Circle photo area to include signage in the designated area, provided by T.I.P. Sponsorship also includes:

- Sponsor recognition in 2017 Horse Show Program (half page ad)
- Logo/link on T.I.P. Championships webpage throughout 2017 (logo/link provided by Sponsor)
- Announcement of Sponsorship on Facebook and through T.I.P. electronic newsletter and public address daily announcements at show.
- Inclusion of materials in competitor welcome bags

\$5,000 T.I.P. Championships Division Sponsor – Division Sponsors are provided with naming rights to the T.I.P. Championship Division of your choice (subject to availability). Sponsorship also includes:

- Sponsor recognition in 2017 Horse Show Program (half page ad)
- Logo/link on T.I.P. Championships webpage throughout 2017 (logo/link provided by Sponsor)
- Banner displayed in ring during Championships (T.I.P. to provide banner) and public address daily announcements during Championships.
- Opportunity to present championship awards at the horse show
- Inclusion of materials in competitor welcome bags

\$2,500 T.I.P. Championships Ribbon Sponsor – Ribbon Sponsor is provided with sponsorship recognition on all class ribbons for the 12 T.I.P. Championship Divisions (1st through 10th place). Sponsorship also includes:

- Sponsor listed in 2017 Horse Show Program as ribbon sponsor
- Logo/link on T.I.P. Championships webpage throughout 2017 (logo/link provided by Sponsor)
- Announcement of Sponsorship on Facebook and through T.I.P. electronic newsletter
- Inclusion of materials in competitor welcome bags

\$500 T.I.P. Championships Jump Sponsor – Jump Sponsors are provided with banners on the wings of one jump during the T.I.P. Championships and New Vocations Charity Thoroughbred Show. Public address daily announcements at show.

In-Kind T.I.P. Championships Award Sponsor – T.I.P. also provides sponsors with the opportunity to provide in-kind sponsorship through donation of awards and prizes. During the Championships, there are 12 divisions (Champion and Reserve Champion awarded) and 30 classes (placed through 10th place). Please consider donating prizes to recognize the worthy accomplishments of all Thoroughbreds participating at the 2017 T.I.P. Championships. Prizes can be accompanied by Sponsor materials to be provided to competitors.

- For In-Kind donations with value of less than \$2,500, Sponsor will be listed in 2017 Horse Show Program as a prize sponsor and mentioned during public address announcement during awards ceremony.
- For In-Kind donations with a value of \$2,500 or more, Sponsor will be provided with the equivalent of the Sponsorships listed above based on the value of the prizes provided.



Other T.I.P. Programs - Sponsorship Descriptions

\$2,500 Thoroughbred Recreational Riding Incentive Program Sponsor - The Thoroughbred Recreational Riding Incentive Program (TRRIP) is designed to recognize and reward Thoroughbred owners and riders who enjoy recreational riding or driving on a regular basis. Support Thoroughbreds in a non-competitive career through sponsorship of the TRRIP.

Amount can include in-kind contribution of awards. Sponsorship benefits include:

- Logo/link on TRRIP webpage
- Announcement of sponsorship on Facebook and T.I.P. electronic newsletter
- Sponsor materials included in TRRIP award mailings
- Sponsor logo included on TRRIP forms

State Bred or Residing Performance Award Sponsor – Thoroughbred breeder and owner organizations, horse councils and other state horse organizations are offered the opportunity to recognize Thoroughbreds that were bred and/or reside in their state that are excelling in a second career through a T.I.P. Performance Award, which are year-end, self-reported competition awards created to expand the reach of T.I.P. and allow riders in all states and Canadian provinces to participate even if horse shows in their area do not offer T.I.P. awards or do not offer awards in their discipline.

Sponsorship choices include:

1. **\$500 State Bred or Residing Performance Award Sponsor** – Winner of the award will be provided with a prize package including a ribbon, cooler, and halter, and ribbons will be provided through 6th place. Sponsorship includes announcement of sponsorship on Facebook and through T.I.P. electronic newsletter as well as recognition in the winners' list. Sponsor will be provided with a list of all eligible horses at the conclusion of the awards.
2. **In-Kind State Bred or Residing Performance Award Sponsor** - Organization provides prize or prize package for the award winner. Sponsorship includes announcement of sponsorship on Facebook and through T.I.P. electronic newsletter as well as recognition in the winners' list. Sponsor will be provided with a list of all eligible horses at the conclusion of the awards.

T.I.P. Youth Ambassador Program Sponsor - The T.I.P. Youth Ambassador Program is offered to young riders who own a Thoroughbred and have actively participated in T.I.P. sponsored shows or classes and award programs. The goal is to promote participation in T.I.P. with the mission to encourage retraining of Thoroughbreds into other disciplines upon completion of careers in racing or breeding, and sponsorship will help support the Youth Ambassadors in reaching their goals! Sponsorship choices include:

1. **\$1,000 Youth Ambassador Program Premier Sponsor** – Sponsor benefits include:
 - Announcement on T.I.P. Facebook page
 - Sponsor logo on Youth Ambassador webpage
 - Sponsor logo/link included in Youth Ambassador monthly newsletter for 12 issues
 - Sponsor material included in an ambassador mailing
2. **\$500 Youth Ambassador Program Sponsor** - Sponsor logo/link included in Youth Ambassador monthly newsletter for 12 issues.

***Interested in sponsoring other programs offered by T.I.P.?
Other sponsorship levels available – please contact us for more information***

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