



QUARTER HORSE NEWS

TULSA REINING CLASSIC

STALLION AUCTION

2017 Quarter Horse News Tulsa Reining Classic Stallion Auction STALLION OWNER BENEFITS

Great Value for Stallion Owners!

Our stallion owner benefits are created to serve our stallion auction participants.

Stallion owners have their 30-second commercials run on the Ford Truck Arena Jumbotron and on the webcast, and at the end of each DVD sold by Equine Promotions.

We also flash stallion photos on the Jumbotron to remind bidders as to what stallions are available and point them to the website and to the on-site display to bid. Coupled with our current promotional opportunities (e-news, Facebook, QUARTER HORSE NEWS, etc), we believe this offers great stallion benefits.

A modification this year is also that stallion owners with unsold breedings at the close of auction are not required to pay a fee for participation in the auction.

Plus, with the support of QUARTER HORSE NEWS, each stallion is entered to win one of two stallion promotion packages custom-designed to contain both print and electronic advertising and valued at over \$5,000 each!

Take a look at these benefits!

- Your stallion video ad featured on the Jumbotron in the Ford Arena during the Tulsa Reining Classic and on the Live Internet Feed during drags and breaks throughout the course of the show. (Stallion ad supplied by stallion owner)
- Your stallion video ad included at the end of individual video runs purchased from Equine Video Productions.
- Your stallion entered in a drawing to win one of two \$5,000 advertising packages in *QUARTER HORSE NEWS*.
- Listing as a stallion auction participant on the official event website, TulsaReining.com
- Major promotion of your stallion as a participating member of the stallion service auction
- Your stallion's photo and biographical information, along with breeding details featured in a press release and FaceBook postings

- Inclusion in stallion promotional displays at the event
- Your stallions “head-shot” featured on a special individual banner inside the Ford Truck arena displayed throughout the show
- Your stallion, farm or ranch banner displayed in the Mustang Arena, Super Duty Arena, or warm-up area
- Inclusion in event announcements for stallion auction
- Extensive online advertising on TulsaReining.com and through social media
- Listing on official event postings, publications and listed as a stallion sponsor of the Ariat Tulsa Reining Classic

*Plus you have Eligibility for a **Stallion Plus discount sponsorship** – details below. If you wish to enjoy additional sponsor amenities, for only \$400 you can enjoy access to the sponsor area, including continental breakfast and lunch daily for two during show, as well as these additional benefits.*

Stallion Plus sponsorship \$400 in addition to Stallion Auction Participation

- One banner displayed in arena
- Name inclusion in announcer script
- Two daily admissions to VIP area for duration of show, including continental breakfast and lunch provided daily during show.
- Sponsor name listed on tulsareining.com website
- Inclusion of name in sponsor listings
- Priority status for VIP RV hookups, priority stall location and paid warm-ups based on sponsorship level
- Concierge show office service