



2018 COMMUNITY PARTNERS

The Great Lakes Equestrian Festival is held annually in July and August at the Flintfields Horse Park in Williamsburg, Michigan, located just outside Traverse City. This six-week event hosts nationally rated hunter/jumper competitions, featuring weekly classes and classics for children, juniors, amateur and professional riders. Each week, the festival also holds classes for young horses, professional hunter derbies, open jumper classes and the premier Grand Prix held each Sunday during July and August.

The Festival attracts thousands of riders, trainers, owners and fans to compete, spectate, shop, dine and enjoy all that Northern Michigan has to offer. Since its inception, GLEF has generated more than \$100 million in economic impact via hotel room nights and spending during the multi-week festival. The Community Partners program offers a turnkey, cost effective marketing platform for local business to connect with this highly affluent and influential market to promote their brand, products and services.

Champion Membership - \$1,000:

- One (1) Great Lakes Equestrian Festival flag to hang outside your business to show your support – flags are exclusive to Community Partners and Sponsors
- Logo inclusion on the Community Partners' page in the Official Program
- Logo inclusion on the Community Partners' page on the event website
- The opportunity to provide brochures for display in the horse show office
- Daily public address and scoreboard recognition as a Community Partner
- Four (4) tickets to the VIP Club on Friday or Saturday (date to be mutually agreed upon)
- Twenty-five (25) general admission tickets good for access on any Saturday or Sunday during the festival (admission is complimentary on Wednesday – Friday)
- One (1) complimentary guided walking tour for up to ten (10) people – date and time to be arranged in advanced, based on schedule availability
- 25% advertising discount in the Event Program
- 25% discount at the GLEF Merchandise Stand

Blue Ribbon Membership - \$500:

- One (1) Great Lakes Equestrian Festival flag to hang outside your business to show your support – flags are exclusive to Community Partners and Sponsors
- Logo inclusion on the Community Partners' page in the Official Program
- Logo inclusion with link on the Community Partners' page on the event website
- The opportunity to provide brochures for display in the horse show office
- Daily public address and scoreboard recognition as a Community Partner
- Fifteen (15) general admission tickets good for access on any Saturday or Sunday during the festival (admission is complimentary on Wednesday – Friday)
- 15% advertising discount in the Event Program
- 15% discount at the GLEF Merchandise Stand



2017 COMMUNITY PARTNERS AGREEMENT

BUSINESS NAME _____

CONTACT _____

ADDRESS _____

CITY, STATE, ZIP _____

EMAIL _____

PHONE _____

LINK FOR WEBSITE _____

Please pick one:

Champion Membership - \$1,000

Blue Ribbon Membership - \$500

I understand the Traverse City Horse Shows finds it necessary to bill members \$75.00 for lost or stolen flags and \$10 for flag poles. I also understand membership fees are due by June 10, 2017 to receive membership benefits including flag distribution. Unpaid members will NOT receive a flag.

Please make checks payable to Traverse City Horse Shows or provide credit card information below:

NAME ON CARD _____

CARD NUMBER _____

SECURITY CODE _____ EXP. DATE _____

Signature

Date