



BECOME A THOROUGHBRED MAKEOVER SPONSOR

MAKEOVER-BASED TITLE SPONSORSHIPS INCLUDE VISIBILITY AND NAMING RIGHTS AT THE RRP'S BIGGEST EVENT, WITH SPONSORSHIP RECOGNITION DESIGNED TO MEET THE NEEDS & INTERESTS OF EACH SPONSOR WITH DIGITAL, PRINT, AND SOCIAL MEDIA.

Each sponsorship level receives listed recognition in addition to the assets listed for preceding levels.

LEVEL	TITLE SPONSORSHIP	SPONSORSHIP RECOGNITION
Paddock \$1,500 +	General event and/or organizational support	Name on sponsor list at appropriate level, included in all complete sponsor acknowledgments (website, e-blast, Makeover program, Makeover sponsor reel), arena banner
Post Parade \$3,000 +	Store bags, wash stalls, stall decorating contest, Ambassador Award, celebration band, special awards	1/4 page ad in Makeover program, rotational sidebar ad on website, arena banner, two tickets for awards party
Starting Gate \$5,000 +	Breeder postcards, entry list, webinar, lanyards, golf carts, bridle and competitor numbers	Upgrade to 1/2 page ad in Makeover program, 1/2 page ad in rulebook, social media post announcing sponsorship, logo on retail event t-shirt and volunteer t-shirt
Black Type \$7,500 +	Awards coolers, volunteer hospitality, disciplines, show office, Championship jog	Upgrade to full page ad in Makeover program, upgrade to rotational website footer ad, PA announcement, social media post (sponsor provided content), additional arena banner
Grade 1 \$10,000 +	Championship video sponsor, Makeover special events, arrival exams	Makeover commercial, logo on connected horses on entry list, upgrade to full page rulebook ad
Classic \$15,000 +	Thoroughbred Makeover Championship sponsor, Thoroughbred Marketplace, saddle pads, broodmare division	Press release announcing sponsorship, option for seminar at Makeover, two additional arena banners

PLEASE INQUIRE FOR FURTHER SPONSORSHIP OFFERINGS OR SPECIAL REQUESTS