



December 2009

Dear Sponsors, Members and Friends of the Minnesota Saddlebred Horse Association,

I am writing to enlist your support in maintaining a strong Saddlebred community in Minnesota.

The Minnesota Saddlebred Horse Association (MSHA) is a 501(c)5 non-profit organization devoted to the mission of promoting the American Saddlebred. Our goal is to create opportunities for equestrians and horse owners of all ages to enjoy riding and competition with American Saddlebreds.

Each year MSHA organizes many programs and events on behalf of members, including horse shows, youth programs, promotional events, awards programs, and more. The Minnesota Futurity Horse Show, Youth Achievement & Recognition Awards, Summer Series, Saddlebred Extravaganza, Minnesota State Fair demonstrations, Parade of Stables, and Limited Breeders' program are just a few of the many programs and events offered and supported.

To help build a strong Minnesota Saddlebred community, we provide communications such as our website (www.msha.org), MSHA Resource Guide, newsletter, Facebook and annual awards banquet. These resources help us celebrate and recognize our friends in the Saddlebred world.

All these activities are only possible through the generous support of our sponsors, members and friends of the American Saddlebred.

MSHA offers several levels of support, from basic membership to top tier sponsorships. MSHA's sponsorship program offers three levels of sponsorship: two levels of corporate sponsorship and the Summer Series sponsorship. These three levels provide sponsors with a great value and ongoing visibility among MSHA members, a dedicated group of people who share a passion for the American Saddlebred horse.

MSHA is introducing the new Hospitality Patron level of support this year. This new level is for an individual or a group of individuals who wish to support such items as horse show hospitality, ribbons, trophies and the like.

Please consider becoming or renewing as a member, sponsor, advertiser or contributor. Thank you for your continued support of the association, its programs and the beautiful American Saddlebred.

The deadline for inclusion in the Resource Guide is February 15, 2010. All memberships, sponsorships, sponsor ads, stable listings, Summer Series photos, and Resource Guide advertising must be submitted by this date to be included in the 2010 MSHA Resource Guide.

Sincerely,

Sally Snyder Tesch

President
MSHA Board of Directors

2010 Member/Sponsor Packet

Member / Sponsor Packet Contents

- * Member/Sponsor Introduction Letter
- * Member/Sponsor Packet Contents / 2010 Highlights
- * Membership Benefits, Mission Statement and Philosophy
- * MSHA Programs and Activities Listing
- * Sponsorship Opportunities breakdown with associated benefits
- * **Member / Sponsor Form (Pink form)**
 - All members, sponsors and contributors must complete and submit this form
 - Contacts:
 - Membership - Alice Lear at (952) 437-2725 or alice_lear@juno.com
 - Sponsorship - Becky Robb Hotzler at (651) 734-5395 or brcalbecky@gmail.com
- * **Stable Listing Info Sheet (Blue form)**
 - To be a part of the stable listing you must complete and submit this form
 - A free benefit of membership
 - Printed in the Resource Guide
 - Displayed at www.msha.org
 - Promotional handout at selected MSHA events
- * **MSHA Resource Guide Advertising Rates (Green form)**
 - General Resource Guide advertising (separate from sponsor ad)
 - Available to all
- * Annual Awards Banquet and Limited Breeders' Auction Flyer

2010 Highlights

***NEW* Hospitality Patron**

- * Minimum contribution \$100
- * Contribution may be made as an individual or as a group of individuals
- * Individual or group name recognition at events
- * Supports horse show hospitality, trophies, ribbons and the like
- * Membership not included

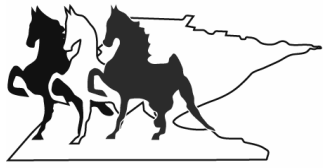
Annual Awards Banquet and Limited Breeders' Auction

Event to be held at the Town & Country Club in St. Paul on Saturday February 6th, 2010.

- * Additional information can be found on enclosed flyer

2010 Horse Shows (tentative schedule)

- * Spring Tune-Up – April 17-18
- * F.A.S.H. Spring Horse Show – May 6-9
- * Summerfest Horse Show – June 11-13
- * Tanbark Cavalcade of Roses Horse Show – June 23-26
- * Saturday Nite Live Horse Show – July (TBD)
- * Mid-Summerfest Horse Show – July 30 - August 1
- * Washington County Fair Horse Show – August 7-8
- * Minnesota State Fair English Horse Show – August 29-31
- * Minnesota Futurity Horse Show – October 1-3
- * Octoberfest Horse Show – October 8-10



MINNESOTA

SADDLEBRED HORSE ASSOCIATION

Our Mission

The Minnesota Saddlebred Horse Association (MSHA) is dedicated to promoting the American Saddlebred horse within the state of Minnesota. Specifically, we encourage the breeding, ownership, training, showing, use and improvement of the breed to foster public recognition and esteem for the breed. We endeavor to promote public interest in the breed and awareness of its versatility.

Our Philosophy

In support of our mission, the Minnesota Saddlebred Horse Association (MSHA) is committed to engaging, sponsoring and participating in:

*Awards • Futurities • Noncompetitive events • Shows
Publications • Pleasure riding • Education*

Membership Benefits

Becoming a member means involvement with individuals dedicated to promoting the American Saddlebred horse and:

Information about MSHA sponsored events: horse shows, clinics, Annual Banquet, Limited Breeders' Auction, Saddlebred Extravaganza, Parade of Stables, Saddlebred Demonstrations and more ...

Discount on membership in the American Saddlebred Horse Association as an affiliate member

Annual MSHA Resource Guide

Eligibility for:

Saddlebred Summer Series Championships

Year-End High-Point Awards (with payment of recording fees)

Purchasing stallions services at the Limited Breeders' Auction and show the resulting foal in the Limited Breeders' Weanling Stake Class at the Minnesota Futurity Horse Show

Nominating and entering foals to the Futurity Program

JOIN TODAY!

- ❖ The Minnesota Saddlebred Horse Association originated in the 1960's and was formally created in 1983. Our events reach thousands of individuals throughout Minnesota and other states.
- ❖ The organization's mission is to promote the American Saddlebred horse within the State of Minnesota. Specifically, the MSHA encourages the breeding, ownership, training, showing, use and improvement of the breed to foster public recognition and esteem for the breed.
- ❖ MSHA organizes, promotes and participates in a growing number of events and activities involving Saddlebreds.

Horse Shows

Minnesota is host to eight to ten horse shows annually. The horse show season begins in April and runs through October.

Saddlebred Summer Series

This MSHA-sponsored series of horse shows culminates in championships which are awarded during the Minnesota State Fair Horse Show.

Parade of Stables

This extensively promoted event showcases Saddlebreds to the public in a day of open houses at a dozen area Saddlebred stables.

Saddlebred Horse Extravaganza

This family event features American Saddlebreds in a program with demonstrations, displays, door prizes, and many other special activities.

The Mane Event: Saddlebred Demonstrations at the MN State Fair

This hour-long program of Saddlebred demonstrations reaches a large crowd of State Fair visitors.

Limited Breeders & Futurity Program

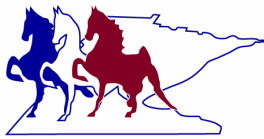
These programs encourage breeding Saddlebreds in Minnesota with prize money generated through an auction of stallion services and nomination fees.

Youth Programs

MSHA encourages sportsmanship, learning and volunteerism among youth members through award programs and Junior Judging programs. These young people support the future of the breed as riders, owners, exhibitors and trainers.

Horsemanship Clinics

Special clinics given by nationally renowned instructors are offered periodically to build horsemanship knowledge and skills.



MINNESOTA

SADDLEBRED HORSE ASSOCIATION

2010 SPONSORSHIP OPPORTUNITIES

\$ 250 SUMMER SERIES SPONSORSHIP

- One MSHA membership, not including recording fees (April 2010 - March 2011)
 - Quarter page (3.5in x 4.75in) sponsor ad in the MSHA Resource Guide (April 2010)
 - Sponsor name listing hosted on www.MSHA.org (April 2010 - March 2010)
 - Sponsor announcements at all Summer Series Horse Shows (April 2010 - August 2010)
 - Sponsor listing in the Minnesota State Fair Horse Show Program (August 2010)
 - Sponsor announcements at the Minnesota Futurity Horse Show (October 2010)
 - Class sponsorship at the Minnesota Futurity Horse Show (October 2010)
 - Sponsor listing and ad in the Minnesota Futurity Horse Show Program (October 2010)
 - Sponsor listing in the MSHA newsletter: **Saddlebred Scene** (2 to 3 issues published annually)
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\$ 500 EMERALD CORPORATE SPONSOR

- Includes all Summer Series Sponsor Benefits
 - Half page (7.5in x 4.75in) ad in the MSHA Resource Guide (April 2010)
 - Sponsor ad on www.MSHA.org (April 2010 - March 2010)
 - 4' x 10' banner with sponsor name and information displayed at MSHA approved horse shows including the Minnesota State Fair English Horse Show (April 2010 - October 2010)
 - Exhibitor table at the Saddlebred Extravaganza held during Saturday Nite Live Horse Show (July 2010)
 - Name and logo sponsor listing in the Minnesota State Fair Horse Show Program (August 2010)
 - MSHA: 2009 Year In Review DVD
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\$ 1,000 DIAMOND CORPORATE SPONSOR

- Includes all Summer Series Sponsor Benefits
- Includes all Emerald Corporate Sponsor Benefits
- Full page (7.5in x 10in) sponsor ad in the MSHA Resource Guide (April 2010)
- Sponsor ad and link to sponsor website on www.MSHA.org (April 2010 - March 2010)
- One MSHA horse recording for Year End High Point Awards (April 2010 - October 2010)
- Sponsor ad in the Minnesota State Fair Horse Show Program (August 2010)
- Full page sponsor ad in the Minnesota Futurity Horse Show Program (October 2010)
- Reserved ringside seating at the Minnesota Futurity Horse Show (October 2010)
- Championship class sponsorship at the Minnesota Futurity Horse Show (October 2010)

MSHA Resource Guide ad submission deadline is February 15, 2010.

To become a sponsor, complete the enclosed 2010 Member/Sponsor Form and return it with your payment.
Questions? Contact MSHA Board member Becky Robb Hotzler at (651) 734-5395 or brcalbecky@gmail.com.



Member Name _____ Date ____ / ____ / ____
 Address _____ City _____ State ____ Zip _____
 Phone _____ Email _____
 Adult Rider age group: 18-28 29-38 39-48 49 & Over
 Youth name _____ Age ____ Birthdate ____ / ____ / ____
 Youth name _____ Age ____ Birthdate ____ / ____ / ____
 Stable / Trainer _____

I would like to participate as a Sponsor at the following level :

- Sponsorship Name _____
- \$ 1,000 CORPORATE DIAMOND SPONSOR** (includes one membership, one horse recording fee, one Futurity championship class sponsorship & one Futurity class sponsorship) \$ 1,000 \$ _____
- \$ 500 CORPORATE EMERALD SPONSOR** (includes one membership & one Futurity class sponsorship) \$ 500 \$ _____
- \$ 250 SUMMER SERIES SPONSOR** (includes one membership & one Futurity class sponsorship) \$ 250 \$ _____

Additional Opportunities :

- HOSPITALITY PATRON** \$ 100 Minimum \$ _____
- CHAMPIONSHIP CLASS SPONSORSHIP at the MN Futurity Horse Show** (per class) \$ 75 x _____ # of classes \$ _____
- CLASS SPONSORSHIP at the MN Futurity Horse Show** (per class) \$ 60 x _____ # of classes \$ _____
- "FRIENDS OF MSHA"** Any denomination \$ _____

MEMBERSHIP DUES : \$ 45 \$ _____

I would like to make the following recordings to participate in the MSHA Year-End High-Point Awards Program

- HORSE RECORDING FEE** (per horse) \$ 25 x _____ # of horses \$ _____
 Horse Name(s) _____
 If horse shown under a Farm or Corporate name, list it here _____
- EQUITATION RIDER RECORDING FEE** (per equitation rider) \$ 25 x _____ # of riders \$ _____
 Rider Name(s) _____

Make Check Payable to : **MSHA** Check Number _____ TOTAL \$ _____

Resource Guide Advertising Opportunities Also Available.

DUE DATE FOR INCLUSION IN THE 2010 MSHA RESOURCE GUIDE IS FEBRUARY 15, 2010

Digital file via email or disk (color or grayscale) minimum 300dpi
 (Adobe Illustrator EPS or AI, PDF High Resolution, or JPEG).
 All ads will be published as black & white.

Questions? :

Membership -- Alice Lear @ 651-437-2725
 Sponsorship & Advertising -- Becky Robb Hotzler @ 651-734-5395
 Ad Set-up -- Brian churchill @ 952-461-3181

Submit All Forms, Camera-Ready Ads and payment to :

Minnesota Saddlebred Horse Association
 Brian Churchill
 26895 Pillsbury Avenue
 Lakeville MN 55044

hovlandchurchillsaddlebreds@msn.com



MSHA RESOURCE GUIDE

2010 STABLE LISTING INFO SHEET

Stable Listing is a benefit of membership in the Minnesota Saddlebred Horse Association.
It is offered to you at no additional cost.

Stable Name : _____

Name : _____ Owner Trainer Instructor

Name : _____ Owner Trainer Instructor

Stable Address : _____

City : _____ State : _____ Zip : _____

Email : _____

Web Address : _____

Phone (Barn): _____ (Home): _____ (Fax): _____

Stable offering (Please identify all that apply):

Public

Private

Boarding

Stand a Stallion to the public :

Training

ASR # : _____

Lessons

Stallion Name : _____

Sales

Breeding

The deadline for stable submissions for the MSHA Resource Guide is February 15, 2010.

Submit with Member / Sponsor Form :

MSHA - BRIAN CHURCHILL
26895 PILLSBURY AVENUE
LAKEVILLE MN 55044

Stable Listing Questions? Contact: BRIAN CHURCHILL

Phone: 952.461.3181 Fax: 952.461.3955 E-mail: hovlandchurchillsaddlebreds@msn.com



MSHA RESOURCE GUIDE

2010 ADVERTISING RATES

2010 ADVERTISING RATES

(Rates based on Camera Ready Ad)

AD FORMAT : Vertical (except where noted), Minimum 300 dpi, PDF High Resolution, Illustrator EPS or AI, JPEG

Ad Copy : _____

Back Cover	7.5 in x 10 in Vertical		Reserved - Gilpin	
Inside Back Cover	7.5 in x 10 in Vertical		\$ 225.00	\$ _____
* Full Page	7.5 in x 10 in Vertical		\$ 175.00	\$ _____
* Half Page	7.5 in x 4.75 in Horizontal		\$ 100.00	\$ _____
* Quarter Page	3.5 in x 4.75 in Horizontal		\$ 75.00	\$ _____
Ad Set-Up	(Ad created by MSHA)	per hour	\$ 25.00	\$ _____
	** Includes ad copy and one photo			
	**Ad Set-Up Additional Photo	per photo	\$ 20.00	\$ _____
	Summer Series Photo Listing	per photo	\$ 20.00	\$ _____
	Additional Resource Guide	per book	\$ 25.00	\$ _____

* Please indicate ad location

JAN 2010 _____	JUN 2010 _____	NOV 2010 _____
FEB 2010 _____	JUL 2010 _____	DEC 2010 _____
MAR 2010 _____	AUG 2010 _____	JAN 2011 _____
APR 2010 _____	SEP 2010 _____	FEB 2011 _____
MAY 2010 _____	OCT 2010 _____	MAR 2011 _____

No Preference _____

TOTAL ORDER \$ _____

The deadline for ad submissions for the MSHA Resource Guide is February 15, 2010.

All photos must have a signed photographer release form. Signed releases may be on file - call to verify or to have a form mailed to you.

Remit Payment with your order to :
Checks payable to: MSHA
MSHA - BRIAN CHURCHILL 26895 PILLSBURY AVENUE LAKEVILLE MN 55044

Name : _____
 Address : _____
 City : _____ State : _____ Zip : _____
 Email : _____