

Dirt To Diamonds, LLC is proud to present the inaugural North Dakota Horse Expo. This event was created to bring horse lovers of all backgrounds together in a fun and educational way to fundraise for horse programs. Your support in the form of sponsorship dollars will go directly to; advertising and exposure for your company, financial support of the educational programming at the Expo, and aid in efforts to fundraise.

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**All sponsorship levels include:**

- 1) Recognition on social media
- 2) Listing on sponsor banner
- 3) Honorable mentions throughout the event
- 4) Availability to display business banner in all seasons arena or around the state fair center.

**Bay - donation of; a prize, gift certificate, or service.**

Bay level sponsors will receive a minimum of 25% discount on booth rental, mention in event program, and 2 event passes.

**Palomino - \$300**

Palomino level sponsors will receive: 50% discount on booth space, a color business card size advertisement in the event program, 2 event passes.

**Buckskin - \$500**

Buckskin level sponsors will receive: free 10x10' booth space and a 1/4 page color advertisement in the event program, logo display on event flier and homepage of website, 4 event passes.

**Grulla - \$1000**

Grulla level sponsors will receive: free 10x20' booth space, a 1/2 page color advertisement in the event program, logo display on event flier and homepage of website, 6 event passes.

**Barn Sponsorship- \$1500**

Sponsor will receive Grulla level package with additional honorable mentions/advertising during event over loudspeaker, prime location in all seasons arena for XL banner display or multiple areas for multiple banners, free XL booth option (over 10x20), full page color advertisement in event program, a total of 8 event passes.

**Event Sponsorship - \$2500**

Sponsor will receive Barn Sponsorship package, 2 camping spots for Friday and Saturday night, and a total of 15 event passes.

## North Dakota Horse Expo 2019 Agreement

### Contract for Sponsorship/Advertising

**Dirt To Diamonds, LLC**, henceforth known as "Company," and

\_\_\_\_\_, henceforth known as "Customer,"

enter into this agreement freely and willingly on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

The covenants of this agreement are as follows:

### The Event

Customer agrees to provide adverting/sponsorship (details below) for **North Dakota Horse Expo** henceforth known as "Event" hosted by Company.

This event will take place May 31 - June 2, 2019.

Location: North Dakota State Fair Center  
2005 Burdick Expressway East,  
Minot, ND

Company contact information:

Dirt To Diamonds, LLC

Kaycee Wilen

2001 345th Ave SE, Max, ND 58759

701.426.0174

kayceesmassage2@outlook.com

Customers contact information:

Business name:			
Address:			
Phone:			
Email:			
Contact person:			

**Credit**

In exchange for the sponsorship amount of : \_\_\_\_\_, Company agrees to provide Customer with the advertising package dictated in by the sponsorship level purchased in the time before and during the expo.

I customer agree to these provisions for my advertising/sponsorship. dollars \_\_\_\_\_(initials).

Payment information

check enclosed. Please make payment out to North Dakota Horse Expo. Any returned checks for any reason will be charged a \$25 processing fee.

credit card. (Subject to a 4% finance fee) payment will be processed through Apple Pay Point of Sale system and only by company owner.

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ CVV: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Credit card billing address: \_\_\_\_\_

I authorize that my card be charged for the amount indicated above for sponsorship payment for the North Dakota Horse Expo 2019.

Authorized signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please prefer  email  paper receipt.

Relationship

1. This agreement represents the only relationship between Company and Customer. No other relationship between the two entities exists, implied or otherwise.
2. Customer agrees to provide the following to the Company for use in marketing and promotion materials: digital logo of business and description of company, all advertisements ready for publishing unless stated otherwise.

3. No employer/employee relationship is established or implied with this sponsorship agreement. The Company has no liability or responsibility to the Customer beyond the scope of this agreement.
4. The Customer grants the Company the right to use their intellectual property in promoting the event, including logos and other brand trademarks.
5. If the nature of the purchased sponsorship package must be changed for any reason, the Company agrees to notify the Customer in writing.
6. The purchased sponsorship package is not transferable for any reason.
7. Anything not expressly addressed in this sponsorship agreement's terms shall be governed by the contract laws of North Dakota.
8. The Company acknowledges and confirms that, save as otherwise expressly recorded in this Agreement; the Customer shall not be liable to the Company or any other person for any additional cost or expense besides the sponsorship fee.
9. The Company shall not use any of the rights granted herein and shall ensure that no member of the Company shall make any public statement in a manner which, in the reasonable opinion of the Customer, is or might be prejudice or defamatory to the image and reputation of the customer. The Customer will do the same in respects to the Company.

This Agreement represents the entire agreement between the parties in relation to the subject matter of this Agreement and supersedes any previous agreement, whether written or oral, between the parties in relation to that subject matter.

Customer agrees to deliver items and assist with stall set up for Company no later than May 30, 2019

The Company and Customer hereby agree to enter into this sponsorship agreement by affixing their respective signatures below.

\_\_\_\_\_  
Customer

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Company Owner

This agreement will be deemed to have been commenced on, (date) \_\_\_\_\_ And shall continue until June 3, 2019.