

## Special Events & Activities

### Friday

Stallion Versatility Contest

### Saturday

Youth Contests  
Ranch Rodeo

### Sunday

Cowboy Church

\*\*\*\*\*

### Continuing Through the Weekend

Clinics from World Class Clinicians

Breed & Stallion Demonstrations

Region's Largest Trade Show

Native American Dancing

Cowboy Poetry & Music

Fun for All Ages!



## 2009 Features

# Stacy Westfall

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# Sandy & Jim Jirkovsky

\*\*\*\*\*

## Mounted Shooting

### General Contacts

SD Horse Council President *Gene Carr*

SD Horse Fair Chairman *Doug Nickel*

### Special Area Contacts

Breeds & Stallions *Deb Stamm (605)586-4173*

Ranch Rodeo *Doug Nickel (605)370-1607*

Trade Show *Doug Nickel (605)370-1607*

Youth *Rhonda Dinan (605)368-2441*

South Dakota Horse Fair

PO Box 386

Canistota, SD 57012

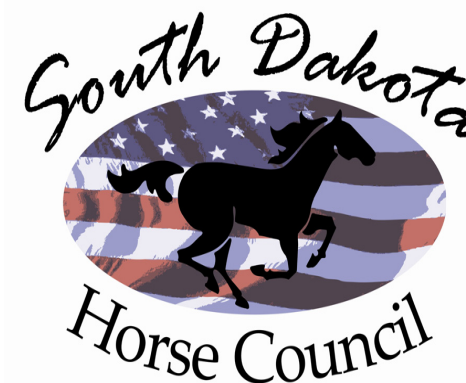
[www.sdhorsefair.com](http://www.sdhorsefair.com)

*Nineteenth Annual*

# South Dakota

# HORSE FAIR! INC.

Promoting all breeds...



Spokesperson for the Horse Industry in South Dakota

## MARCH 20-22 2009

W.H. Lyon Fairgrounds Expo Building  
Sioux Falls, South Dakota

# About the South Dakota Horse Fair

The Horse Fair is an annual event aimed at promoting all breeds, disciplines, and aspects of horses. It is organized by the South Dakota Horse Council, who represents the entire horse industry in South Dakota.

This unique event is designed to:

- Promote helpful information for horse owners and the general public in South Dakota and neighboring states.
- Support education by issuing scholarships to those interested in horses.
- Provide a charitable contribution as funds permit.

2009 will mark the fourth year for the Friday night Stallion Versatility Contest where stallion owners can showcase their athletes. Saturday and Sunday are packed with equine events and contests. The Horse Fair not only has entertainment, but also provides quality educational demonstrations that help riders have a more successful relationship with their horse. With one of the largest commercial trade shows in the region, and a variety of breeds represented, there is something for everyone!

## Sponsorship Program

### **Gold Sponsor - \$5,000**

- ◆ \$7,000 in Advertisement  
Radio *KIKN, KXRB, KSOO, KJAM, KWAT, & KBRK*  
TV *KDLT*  
Print *Horse Power, Working Horse, & Horse'n Around*

- ◆ Main Arena Naming Rights
- ◆ Back Cover Full Page Program Ad
- ◆ Center Stage Booth in Main Arena area
- ◆ Arena Side Box Seats for 15 people
- ◆ Gate Passes for 15 people for weekend

### **Silver Sponsor - \$2,500**

- ◆ Print Advertisement
- ◆ Youth or Lecture Area Naming Rights
- ◆ Full Page Program Ad
- ◆ Box Seats for 10 people
- ◆ Gate Passes for 10 people for weekend

### **Bronze and Stallion Versatility Sponsor - \$1,000**

- ◆ Trade Show Stage Naming Rights
- ◆ One Half Page Program Ad

## Ad Sponsorship

*(Program trim size will be 5 ½" x 8 ½")*

¼ Page	\$40
Business Card	\$50
½ Page	\$65
Full Page	\$125

## Arena Banners

\$25 – Trade Show Participants  
\$50 - Non - Trade Show Participants

## Booths

Trade Show		
10 x 10		\$200
20 x 35		\$475
Stallion		
1st Stallion		\$200
Additional Stallion		\$120
Breed		
SDHC Club Member		FREE
1st Stall		\$50
Additional Stalls		\$30