



Dear Friend:

THANK YOU for considering a sponsorship opportunity at the 2018 Massachusetts Spring Show Circuit. First, I would like to tell you a little about who we are - Founded in 1969; MassQHA is a voluntary confederation of members who serve as officers and board of directors, supported by equal representation of participating members to promote the breed, provide equine education, membership development, leadership and public policy. MassQHA is organized for the purpose of educating youth and adults about the American Quarter Horse, its temperament and history; to promote the best interest of Quarter Horse owners, riders, enthusiasts, as well as the breed; to promote and encourage breeding, performance and competitions involving the American Quarter Horse within the Commonwealth, and to encourage sportsmanship and youth activity.

We have been hosting one of the largest horse shows in the Northeast along with one of the largest AQHA Level 1 (Novice) & Open Breed shows in the country to promote the breed and gain members for both MassQHA and AQHA. Our home has been in Northampton, Massachusetts for many years. In 2016 we moved our annual Spring Show to a new and improved venue, Eastern States Expo in West Springfield, MA. Our show grew by over 700 entries. With just 4 judges we welcome about 300 Quarter Horses and over 3500 entries, being one of the largest shows in the Northeast, we are looking for the help of sponsors to continue the growth of this show and to offer all that we can to our exhibitors. In 2017, we gave over \$12,000 back to the exhibitors with cash and prizes. It is estimated that this show generates about \$1.5 million dollars for the local West Springfield, MA over the 5-day duration, with an estimate of 1000 people passing through per day. And we are very excited to announce that we have been approved for 6 judges this year and have added NSBA dual approved classes, we are sure to grow again this year!!

As you can see, MassQHA Spring Show and AQHA Level 1 Show is something to be proud of and we are excited to offer you an opportunity to be a part of that tradition. Your sponsorship will work in many areas of the MassQHA program. MassQHA gives out about \$2500 in scholarships each year to our members looking for a higher education, we offer educational meetings for our members, a superb year end awards & recognition banquet and the array of amazing events and awards presented at both shows. In order to take the next step in growing these shows, we are asking for your sponsorship help!

In addition to all this, MassQHA supports and promotes the American Quarter Horse Association, the largest equine breed association in the United States. AQHA members from across the North East and Canada pay it forward by attending our show and supporting our sponsors. This amazing show needs your support!!

Thank you again for your time. We hope you'll consider sponsorship at one of the levels found on the following page or contact us regarding a custom package. We are striving now more than ever before to make our show one of the most fun and welcoming circuit out there. We look forward to making 2018 our best year yet!

Respectfully

*Marge Tanner*

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