



An Exclusive Invitation

"I want to invite your company to participate in a history-making event - the first of its kind equestrian experience - Women LUV Horses®!"



Throughout the years I have always dreamed of creating an event that would help women with the challenges of horse ownership. Whether the challenge is one of confidence, knowledge, family conflict or time management, I believe women would LUV to have a support resource developed solely for their needs. My dream has become a reality with the creation of Women LUV Horses®.

Women LUV Horses® will shine with unique qualities! Linda Parelli, Martha Josey, Cynthia Cantleberry and other legendary ladies will join me as role model clinicians. There will be clinics, demonstrations, performances plus educational workshops by famous women speakers, first class trade show and our ever popular Cowgirl Charity Fundraising Party. In partnership with the Mustang Heritage Foundation, we will be hosting the Gatorland Extreme Mustang Makeover Competition and Mustang Adoption.

Our third Women LUV Horses® retreat will be held in central Florida, April 3-5, 2009 at the Ocala Equestrian Complex in Ocala, Florida.

This groundbreaking event would not be complete without your participation. Your products and services carry the standard of excellence that I want to share with all who attend Women LUV Horses®. I ask for your support in making my dream a resounding success.

Enclosed is our sponsor package for your review. You are more than welcome to call Ericka Utz at Palm Partnership Training if you would like to customize your package or consider being a valued sponsor. You may reach her at 517-545-5997 or 248-212-8890.

Thank you again for everything! I hope you will agree that Women LUV Horses® will be a major hit with Women who LUV Horses!

Warm regards,

Lynn Palm
Palm Partnership Training



April 3-5, 2009
Ocala Equestrian Complex, FL
Contact Info: Phone (352)629-3310
Email: generalinfo@lynnpalm.com
Website: www.lynnpalm.com

Sponsorship Opportunities

Why Sponsor our Event?

- Exceptional Market Exposure - Excellent Equine Demographics.
- First Class Advertising Program & Marketing Campaign.
- National, Regional & Local Recognition & Acknowledgement.
- Grow your business in this market segment and build lasting consumer relationships.
- Tremendous Sales & Marketing Opportunities - Women Love To Shop!
- Logo & Company Exposure on our Dynamic Lynn Palm website - www.LynnPalm.com
- World Class "Customized For Women" Trade Show- Quality one-on-one time with your consumers, women, young ladies and little girls!
- Ground Breaking Event Targeting the Driving Force Buyer in the Horse Industry - Women & Little Girls!
- Supported by World Renowned Clinicians and Speakers.

Women LUV Horses® Platinum Title Sponsor - \$10,000

10' X 40' Choice Arena Booth Space or Bulk Space including (1) 10 amp electrical hook up
Logo In National, Regional & Local Advertising in publications
8 Women LUV Horses Platinum Weekend Sponsor Badges
VIP Table Seating with 8 Tickets to Friday Evening Cowgirl Party Charity Event & Dinner
8 Saturday Evening Tickets to Extreme Mustang Makeover Finals
8 Sunday Tickets to Extreme Mustang Makeover Adoption
Recognition in Press Releases
Announcements throughout the event
Listing in the Program
Website Link & Logo on www.lynnpalm.com
1 Full Page Advertisement in Program, Full Color. Due by Feb 27th.
Banner signage (up to 10 banners) in main arena and outside key locations

Women LUV Horses® Gold Sponsor - \$5,000

10' X 20' Choice Arena Booth Space or bulk space including (1) 10 amp electrical hook up
Logo In National, Regional & Local Advertising in publications
6 Women LUV Horses Weekend Sponsor Badges
VIP Table Seating with 6 Tickets to Friday Evening Cowgirl Party Charity Event & Dinner
6 Saturday Evening Tickets to Extreme Mustang Makeover Finals
6 Sunday Tickets to Extreme Mustang Makeover Adoption
Announcements throughout the event
Listing in the Program
Website Link & Logo on www.lynnpalm.com
1/2 Page Advertisement in Program (may upgrade). Due by Feb 27th.
Banner signage (up to 8 banners) in main arena and outside key locations

Sponsorship Opportunities Cont'd

Women LUV Horses® Silver Sponsor - \$3,500

10' X 20' Choice Arena Booth Space including (1) 10amp electrical hookup.
Logo In National, Regional & Local Advertising in publications
5 Women LUV Horses Weekend Sponsor Badges
VIP Table Seating with 5 Tickets to Friday Evening Cowgirl Party Charity Event & Dinner
5 Saturday Evening Tickets to Extreme Mustang Makeover Finals
5 Sunday Tickets to Extreme Mustang Makeover Adoption
Announcements throughout the event
Listing in the Program
Website Link & Logo on www.lynnpalm.com
1/2 Page Advertisement in Program, full color (may upgrade). Due by Feb 27th.
Banner signage (up to 6 banners) in main arena and outside key locations

Women LUV Horses® Bronze Sponsor - \$2,500

10' X 10' Choice Arena Booth Space including (1) 10amp electrical hookup.
Logo In National, Regional & Local Advertising in publications
4 Women LUV Horses Weekend Sponsor Badges
VIP Table Seating with 4 Tickets to Friday Evening Cowgirl Party Charity Event & Dinner
4 Saturday Evening Tickets to Extreme Mustang Makeover Finals
4 Sunday Tickets to Extreme Mustang Makeover Adoption
Listing in the Program
Website Link & Logo on www.lynnpalm.com
1/4 Page Advertisement in Program, full color (may upgrade). Due by Feb 27th.
Banner signage (up to 4 banners) in main arena and outside key locations

Women LUV Horses® Blue Sponsor - \$1,200

10' X 10' Choice Arena Booth Space including (1) 10amp electrical hookup.
4 Women LUV Horses Weekend Sponsor Badges
VIP Table Seating with 2 Tickets to Friday Evening Cowgirl Party Charity Event & Dinner
2 Saturday Evening Tickets to Extreme Mustang Makeover Finals
2 Sunday Tickets to Extreme Mustang Makeover Adoption
1/4 Page Advertisement in Program (may upgrade). Due by Feb 27th.
Listing in the Program
Website Link & Logo on www.lynnpalm.com
Banner signage (up to 3 banners) in main arena and outside key locations

Women LUV Horses® Pink Sponsor - \$750

10' X 10' Choice Arena Booth Space
4 Women LUV Horses Weekend Sponsor Badges
2 Saturday Evening Tickets to Extreme Mustang Makeover Finals
2 Sunday Tickets to Extreme Mustang Makeover Adoption
Banner signage (up to 2 banners) in main arena and outside key locations
Listing in the Program
Website Link & Logo on www.lynnpalm.com

Women LUV Horses® Supporting Sponsor - \$100 each

1 Banner signage in key locations, sponsor to provide banner by March 30th
Announcements throughout the event



April 3-5, 2009

Ocala Equestrian Complex, FL

Contact Info: Phone (352)629-3310

Email: generalinfo@lynnpalm.com

Website: www.lynnpalm.com

Florida Horse Industry Demographics

Source: American Horse Council Updated Study, - June, 2005

Florida Horse Industry Economic Impact- \$5.1 billion

- 2.2 Billion from Racing
- 1.4 Billion from Showing
- 1.1 Billion from Recreation
- \$490 Million from other Activities

Florida Horse Industry is made up of 500,100 Horses

- 207,500 Thoroughbreds
- 93,800 Quarter Horses
- 198,900 Other Horses (Registered & Unregistered)

Florida Horse Industry Involves 440,000 Residents:

- 105,600 Horse Owners
- 7,100 Service Providers
- 49,300 Employees
- 285,100 Volunteers

The 500,100 Horses in Florida Represent the Following Activities:

- 134,400 in Racing
- 158,600 in Showing
- 160,700 in Recreation
- 46,400 in Other Primary Activities

The Venue

The Ocala Equestrian Complex, offers a wonderful venue for horse shows and equine related events, as well as community involved activities. Conveniently located in the Heart Of Horse Country. The Complex is adjacent the Ocala Airport at 1601 SW 60th Ave. Only minutes from I-75. Guests can easily reach a wide variety of restaurants and lodging.



In the heart of Florida's horse country, the equestrian complex offers amenities that make every event a success. The complex features a spacious 250'x150' covered arena, 3 outdoor arenas, covered warm-up arena and 400 stalls. The Equestrian complex has ample restrooms (handicapped accessible) along with plenty of camper hook-ups, concessions area and PA system that works in both the arena and stall areas.



Booth Sizes	Dimensions
100 sq feet	10' deep x 10' wide
200 sq feet	10' deep x 20' wide
300 sq feet	10' deep x 30' wide
400 sq feet	10' deep x 40' wide or 20' deep x 20' wide
Bulk Space	TBD, Indoor & Outdoor Space available.



- Non-Profit Vendors may be eligible for a discount, contact Ericka at 517-545-5997.
- Pipe and Drape Included.
- Vendors may not utilize canopy tents inside arena.
- Tables, skirting, chairs are available at extra cost; order direct through Party Time Rentals (352)629-8858.
- Floor Plan available upon request with booth assignments

Facility location and shipping address

Advanced shipments will be received by the venue between March 30th & April 2nd.

Vendors requiring items to be return shipped after the event must schedule pre-paid pick-ups between April 7th & April 10th. Items left at the venue after April 10th will not be returned.

Shipments requiring signature and LTL Shipments must be scheduled in advance with Bob at the Complex, call (352) 237-4411 Your shipment must be marked with your company name can be sent to: Ocala Equestrian Complex 1601 S.W. 60th Ave. Ocala, FL 34474 (352) 237-4411.



April 3-5, 2009
Ocala Equestrian Complex, FL
Contact Info: Phone (352)629-3310
Email: generalinfo@lynnpalm.com
Website: www.lynnpalm.com

Show Hours

Friday April 3rd

Doors Open: 8:30am
Trade Show, Gatorland Extreme Mustang Makeover & Clinicians: 9am – 5pm
Cowgirl Party Charity Dinner & Entertainment 7pm – 10pm (*Ticketed Separately*)

Saturday April 4th

Doors Open: 8:30am
Trade Show, Gatorland Extreme Mustang Makeover & Clinicians: 9am – 5pm
Gatorland Extreme Mustang Makeover Finals 7pm-10pm *tentative (Ticketed Separately)*

Sunday April 5th

Doors Open: 9:00am
Trade Show & Clinicians: 9:30am – 5pm
Gatorland Extreme Mustang Makeover Adoption 12:00 noon

Move In – Move Out

Move In:

Bulk Space Vendors: April 2nd 8am- Noon
Booth Space Vendors: April 2nd Noon-8pm

Move Out:

April 5th: Sunday 5:30pm – 9pm

Sponsor Event Badges

Sponsor Badges are assigned by Sponsorship level. Please indicate on the application form how many sponsor badges you need. Should you need additional sponsor badges, please indicate how many you wish to purchase. Sponsor badges and additionally purchase tickets will be distributed at the show office upon your arrival.

Evening Activities and Special Events

Evening Activities and Special Events are individually ticketed. Sponsor badges do not necessarily grant access to the arena floor and meals during the evening events. Please purchase your tickets by noon April 3rd.

Silent Auction Donations

Silent Auction Donations should be shipped to Palm Partnership Training by April 1st with a completed Silent Auction Donation Form. Forms are available on www.lynnpalm.com Ship Items to: Palm Partnership Training, 9445 NW 60th Ave. Ocala, FL 34482 (352) 629-3310.

Program Advertising

The Women LUV Horses Program will be a full color 8.5" x 11" booklet, printed on high quality glossy paper. It will contain clinician bios, clinician schedules, competition schedules, sponsor advertising and vendor listings. Other interesting information will be included, encouraging readers to retain and refer back to it even after the show. **Ad Copy Deadline: February 27th**. All ads must be submitted as a Press Quality PDF. All photos within ads must be 300 DPI **cmky** for best clarity. Full Page: 7.5 x 10, One-Half Page- 3.625 x 10 or 7.5 x 4.875, One-Fourth Page- 4.94 x 3.5, Email Ad Copy: generalinfo@lynnpalm.com



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YES, WE WANT TO SPONSOR WOMEN LUV HORSES®!

Name of Organization: _____ Sponsorship Type: _____ Address: _____ Phone Number(s): _____ Main Contact/Position: _____	
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Please return both pages of this form and payment to the address or fax shown below.

Mail To: Palm Partnership Training at Fox Grove Farm

9445 NW 60th Avenue Ocala, FL 34482 Fax: 352-629-3470

Please send artwork and logos to: generalinfo@lynnpalm.com upon commitment.

Sponsor Packages				
Package	Description	Price	Select	Amount
Platinum Title Sponsor	10' X 40' Choice Arena Booth Space or Bulk Space including (1) 10 amp electrical hook up. Logo In National, Regional & Local Advertising in publications. 8 Women LUV Horses Platinum Weekend Sponsor Badges. VIP Table Seating with 8 Tickets to Cowgirl Party Charity Event & Dinner. 8 Sunday Tickets to Extreme Mustang Makeover Adoption. Recognition in Press Releases. Announcements throughout the event. Listing in the Program. Website Link & Logo on www.lynnpalm.com 1 Full Page Advertisement in Program, Full Color. Due by Feb 27th. Banner signage (up to 10 banners) in main arena and outside key locations.	\$10,000		
Gold Sponsor	10' X 20' Choice Arena Booth Space or bulk space including (1) 10 amp electrical hook up. Logo In National, Regional & Local Advertising in publications. 6 Women LUV Horses Weekend Sponsor Badges. VIP Table Seating with 6 Tickets to Cowgirl Party Charity Event & Dinner. 6 Sunday Tickets to Extreme Mustang Makeover Adoption. Announcements throughout the event. Listing in the Program Website Link & Logo on www.lynnpalm.com . 1/2 Page Advertisement in Program (may upgrade). Due by Feb 27th. Banner signage (up to 8 banners) in main arena and outside key locations.	\$5,000		
Silver Sponsor	10' X 20' Choice Arena Booth Space including (1) 10amp electrical hookup. Logo In National, Regional & Local Advertising in publications. 5 Women LUV Horses Weekend Sponsor Badges. VIP Table Seating with 5 Tickets to Cowgirl Party Charity Event & Dinner. 5 Sunday Tickets to Extreme Mustang Makeover Adoption. Announcements throughout the event. Listing in the Program. Website Link & Logo on www.lynnpalm.com . 1/2 Page Advertisement in Program, full color (may upgrade). Due by Feb 27th. Banner signage (up to 6 banners) in main arena and outside key locations.	\$3,500		

Package	Description	Price	Select	Amount
Bronze Sponsor	10' X 10' Choice Arena Booth Space including (1) 10amp electrical hookup. Logo In National, Regional & Local Advertising. 4 Women LUV Horses Weekend Sponsor Badges. VIP Table Seating with 4 Tickets to Cowgirl Party Charity Event & Dinner. 4 Sunday Tickets to Extreme Mustang Makeover Adoption. Listing in the Program. Website Link & Logo on www.lynnpalm.com 1/4 Page Advertisement in Program, full color (may upgrade). Due by Feb 27th. Banner signage (up to 4 banners) in main arena and outside key locations.	\$2,500		
Blue Supporting Sponsor	Supporting Sponsor: 10 x 10 Booth, 4 Vendor Badges, 2 Cowgirl Party Tickets, 2 Sunday Tickets to Mustang Adoption, 1/4 Page Advertisement in Program, Announcements throughout event, listing in program & website, banner signage up to 3. Ad Copy Deadline Feb 27th.	\$1,200		
Pink Supporting Sponsor	Supporting Sponsor: 10 x 10 Booth, 4 Vendor Badges, 2 Sunday Tickets to Mustang Adoption, Business Card Advertisement in Program, Announcements throughout event, listing in program & website, banner signage up to 2. Ad Copy Deadline Feb 27th.	\$750		
Supporting Sponsor	Supporting Sponsor: 1 Banner in Key Location, Announcements throughout event.	\$100		
"Extras" Amenities for Sponsors				
Item	Description	Price	Qty	Total
Tables & Chairs	Tables, Chairs, Skirting. Order Direct with Party Time Rentals 352-629-8858	---	---	---
Booth Electrical	(1) 10 Amp Booth Hook Up. Limited availability. Please Call Ericka 517-545-5997.	\$50		
Badges	Additional Weekend Sponsor Badges	\$25		
Camping	No Elec Hook Up: <i>Includes Thursday Night through Sunday Close of Show- 3 Nights Total</i>	\$75		
Camping	30 Amp Hook Up: <i>Includes Thursday Night through Sunday Close of Show- 3 Nights Total</i>	\$90		
Camping	50 Amp RV Hook Up: <i>Includes Thursday Night through Sunday Close of Show- 3 Nights Total.</i>	\$150		
Tickets	Friday Night: Cowgirl Party Charity Dinner, Entertainment & Silent Auction Event	tbd		
Tickets	Saturday Night: Gatorland Extreme Mustang Makeover Finals	tbd		
Grand Total				

Payment Type: Credit Card _____ Check _____ (Checks Payable to: Palm Partnership Training).

Credit Card Type: Visa _____ M/C _____ Amex _____ Discover _____

Credit Card Number: _____ Exp Date: _____ CCV Code: _____

Billing Address: _____

Name as it appears on Card: _____ Signature: _____

We agree to sponsor the April 3-5, 2009 Women LUV Horses® event to be held at the Ocala Equestrian Complex, Ocala, Florida. Our payment is enclosed. It is our understanding that we will receive in return all of the listed advantages and benefits for the selected Sponsorship Level as documented in your formal Sponsorship Package.

 Sponsor Authorized Signature Title Date

 WLH Authorized Signature Title Date