

*Lucky
Clays Farm*



*Outdoor
Heritage Days*

**INTERNATIONAL CIC3* CIC2* CIC1*
& HORSE TRIALS**

SPONSORSHIP PACKAGE

THE FORK



© Deb Russell PhotoGRAPHIC

April 6-10, 2016

SPONSORSHIP OPPORTUNITIES

Outdoor Heritage Days at THE FORK

We are pleased to announce
our Title Sponsor



and Presenting
Sponsor



There are many different ways to promote your company at this year's Fork International CIC3* CIC2* CIC1* & Horse Trials. Listed below are various levels of sponsorship.

TITLE SPONSOR \$25,000

- Color ad on back cover of Official Program
- Recognition in Print Publications
- 5 Banners in Prime Locations
- 12 Tickets to VIP Tent Saturday and Sunday
- 12 Tickets to Saturday night Competitors' Party
- 6 On-site parking passes
- Participation in award presentation
- Special recognition over Public Address System
- Official Program reserved in VIP Tent

PLATINUM LEVEL SPONSOR \$15,000

- Full page color ad in Official Program
- Recognition in Print Publications
- 3 Banners in Prime Locations
- 10 Tickets to VIP Tent Saturday and Sunday
- 10 Tickets to Saturday night Competitors' Party
- 5 On-site parking passes
- Participation in award presentation
- Special recognition over Public Address System
- Official Program reserved in VIP Tent

PRESENTING SPONSOR \$10,000

- Full page color ad in Official Program
- Recognition on The Fork Website
- 2 Banners in Prime Locations
- 8 Tickets to VIP Tent Saturday and Sunday
- 8 Tickets to Saturday Night Competitors' Party
- 4 On-site parking passes
- Special recognition over Public Address System
- Official Program reserved in VIP Tent

DIAMOND LEVEL SPONSOR \$7,500

- Half page ad in Official Program
- Recognition on The Fork Website
- 2 Banners on Property
- 6 Tickets to VIP Tent for Saturday and Sunday
- 6 Tickets to Saturday night Competitors' Party
- 3 On-site parking passes
- Special recognition over Public Address System
- Official Program reserved in VIP Tent

GOLD LEVEL SPONSOR \$5,000

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- 1 Banner on Property
- 4 Tickets to VIP Tent for Saturday and Sunday
- 4 Tickets to Saturday night Competitors' Party
- 2 On-site parking passes
- Special recognition over Public Address System
- Official Program reserved in VIP Tent

SILVER LEVEL SPONSOR \$2,500

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- 1 Banner on Property
- 2 VIP Tent Tickets for Saturday and Sunday
- 1 On-site parking pass
- Special Recognition over Public Address System
- Official Program reserved in VIP Tent

SPONSORSHIP OPPORTUNITIES cont.

Outdoor Heritage Days at THE FORK

We are pleased to announce
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and Presenting
Sponsor



BRONZE LEVEL SPONSOR \$1,000

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- 1 Banner on Property
- 2 VIP Tent Tickets for Saturday OR Sunday
- Special Recognition over Public Address System
- Official Program reserved in VIP Tent

CROSS COUNTRY

START BOX SPONSOR \$500

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- Special Recognition over Public Address System
- Banner on Start Box

CROSS COUNTRY JUMP SPONSOR \$350

- Choose a cross country jump for your company or family
- Place your sign, own a jump for the event
- Recognition on Sponsor Page in Official Program

PARTY TENT SPONSORSHIPS:

SHOOT FOR THE STARS RECEPTION \$1,000

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- Your own table for marketing materials inside the tent
- 1 Banner at Tent Entrance
- 1 Table at the Reception
- 3 On-site parking passes

FRIDAY CHAMPAGNE LUNCHEON \$2,500

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- Your own table for marketing materials inside the tent
- 1 Banner at Tent Entrance
- 1 Table at the Luncheon
- 3 On-site parking passes

SATURDAY NIGHT

COMPETITORS' PARTY \$2,500

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- Your own table for marketing materials inside the tent
- 1 Banner at Tent Entrance
- 1 Table at the Party
- 3 On-site parking passes

SATURDAY & SUNDAY VIP TENT \$5,000

- Recognition on Sponsor Page in Official Program
- Recognition on The Fork Website
- Your own table for marketing materials inside the tent
- 1 Banner at Tent Entrance
- 1 Table for Saturday and Sunday
- 3 On-site parking passes
- Official Program reserved in VIP Tent

SPECIAL EVENTS

Outdoor **Heritage Days** *at* **THE FORK**

VIP TENT

FRIDAY CHAMPAGNE LUNCHEON

SHOOT FOR THE STARS SPORTING CLAY COMPETITION

Outdoor Heritage Days begin on Wednesday, April 6th with the Shoot for the Stars Sporting Clay Competition and continue through Sunday, April 10th with The Fork International CIC3* CIC2* CIC1* & Horse Trials. Join us for the following special events you won't want to miss.

VIP TENT

There will be a VIP tent at the Show Jumping arena on Saturday and the water jump on Cross Country on Sunday. Your VIP ticket will include full use of the tent, buffet breakfast each day, lunch, afternoon wine and hors d'oeuvres.

\$70 per person per day.

\$120 per person for both days.

\$390 will reserve a table for your family, friends or company (six person table) for Saturday or Sunday.

\$750 will reserve a table for both Saturday and Sunday (six person table).

FRIDAY CHAMPAGNE LUNCHEON

Friday, April 8th • 11:30 - 1:00 at the VIP/Sponsors Tent next to the Grande Dressage Arena

Join us for an elegant champagne luncheon at the VIP/Sponsors Tent where you can enjoy world class Dressage as our international division riders compete. Wear your most extravagant Derby Hat for a chance to win a prize!

Tickets: \$48 per person

SHOOT FOR THE STARS CLAY SHOOTING COMPETITION

This popular clay shooting team competition is returning for the sixth year. Teams consist of four shooters and two CIC3* riders. The shooters will compete in the clay shoot on Wednesday, April 6th. Their scores will be combined with rider scores as the riders compete Thursday through Sunday in The Fork International CIC3* CIC2* CIC1* & Horse Trials. Excitement builds throughout the weekend as your team placement depends on your rider's placing. Prizes are given for the top three teams at the close of the competition. To add to the fun, a wine and cheese reception is planned for shooters and riders to meet one another.

Cost of team \$600. Competition is limited to 20 teams.

Registration forms for special events are included in this packet. To inquire about special events contact Austin Kiker at 704-474-4052 Ext. 228 or akiker@theforkfarm.com.

VENDORS & ADVERTISING OPPORTUNITIES



VENDORS

ADVERTISING IN THE OFFICIAL PROGRAM

OTHER ADVERTISING OPPORTUNITIES

VENDORS

Vendors are an important part of the fun and entertainment of Outdoor Heritage Days. You may reserve a 10' x 10' space for the reasonable price of \$100, a 10' x 20' space for \$200, or a 10' x 30' space for \$300.

ADVERTISING IN THE OFFICIAL PROGRAM

Placing an ad in The Fork Horse Trials official program is a great way to reach a large number of people. The program is an 8.5 x 11 full color, high gloss publication.

OTHER ADVERTISING OPPORTUNITIES

Web Link – 6 week duration beginning February 24, 2016 - \$350

Banner placement on perimeter fencing - \$325

Registration forms for Vendors and Advertising are included in this packet.

To inquire about vendor opportunities contact Amy Carpenter: acarpenter0703@gmail.com.

For more information on advertising opportunities or to place an ad in the official program contact Austin Kiker: 704-474-4052 Ext. 228 or akiker@theforkfarm.com.

SPONSORSHIP CONTRACT



Title Sponsor:



Presenting Sponsor:



Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Payment Type: Cash Check Credit Card

Credit Card # _____ Exp. Date: _____

Signature: _____

EVENT SPONSORSHIPS

- _____ TITLE SPONSOR - \$25,000
- _____ PLATINUM LEVEL SPONSOR - \$15,000
- _____ PRESENTING SPONSOR - \$10,000
- _____ DIAMOND LEVEL SPONSOR - \$7,500
- _____ GOLD LEVEL SPONSOR - \$5,000
- _____ SILVER LEVEL SPONSOR - \$2,500
- _____ BRONZE LEVEL SPONSOR - \$1,000
- _____ CROSS COUNTRY START BOX SPONSOR - \$500
- _____ CROSS COUNTRY JUMP SPONSOR - \$350

PARTY TENT SPONSORSHIPS

- _____ SHOOT FOR THE STARS RECEPTION - \$1,000
- _____ FRIDAY CHAMPAGNE LUNCHEON - \$2,500
- _____ SATURDAY COMPETITORS' PARTY - \$2,500
- _____ SATURDAY & SUNDAY VIP TENT - \$5,000

CUSTOMIZE YOUR SPONSORSHIP

_____ OTHER DONATION - Amount _____

Make checks payable to The Fork Horse Trials and mail to:
Attn: Austin Kiker, 3200 Fork Road, Norwood, NC 28128
704-474-4052 Ext. 228 • Fax: 704-474-0160
Email: akiker@theforkfarm.com • www.theforkfarm.com

VENDOR SPACE CONTRACT



Title Sponsor:



Presenting Sponsor:



The Fork Horse Trials reserves the right to unilaterally determine the acceptability of any Vendor Application submitted. All decisions are final. In the event that your application is not accepted, any monies submitted will be returned.

Name of Business _____ Product _____

Address _____

Contact Person _____ Cell _____

Email Address _____

Fees:	10' x 10' space	\$100	# _____	Total	\$ _____
	10' x 20' space	\$200	# _____	Total	\$ _____
	10' x 30' space	\$300	# _____	Total	\$ _____
	8' Table	\$12 each	# _____	Total	\$ _____
	Chairs	\$4 each	# _____	Total	\$ _____
	White table cloth	\$15 each	# _____	Total	\$ _____
	Electricity: \$25 for 110 Volt, \$50 for 220 volt		# _____	Total	\$ _____
	Rental of 10' x 10' Tent	\$120 each	# _____	Total	\$ _____
			TOTAL FEES	\$	_____

Length of trailer (including the hitch) _____ Pop-out extension: yes ___ no ___ size _____

Number of parking passes (limit 2) _____

NOTE: Vendors MUST bring a **fire extinguisher** for their tent/space and their **own extension cord(s)**.
Several extension cords are recommended as power may be far away or across the road from your space.

FOOD VENDORS: Must notify Stanly County Health Department to obtain a permit at least 60 days prior to the event!

SETUP: No earlier than Thursday, April 7 AFTER 5pm. (Spaces pre-marked) Must be complete by 7am Friday, April 8.

****Payment must be received prior to setup**** Payment Type: _____ Cash _____ Check _____ Credit Card

Credit Card # _____ Exp. Date _____

Billing Zip _____ Billing Street # _____

Signature _____

Make checks payable to: The Fork Horse Trials and mail to: ATTN: Amy Carpenter, 3200 Fork Road, Norwood, NC 28128

704-474-4052 Ext. 228 • Fax: 704-474-0160 • Email: acarpen0703@gmail.com • www.theforkfarm.com

LIABILITY DISCLAIMER



Title Sponsor:



Presenting Sponsor:



The Fork Horse Trials does not provide liability insurance for the protection of participants, spectators, merchants, or others who participate in the Fork Horse Trials activities.

In consideration of being permitted to participate in such activity the participant does hereby release and forever discharge The Fork LLC, The Fork Horse Trials and The Fork Stables LLC, its officers, officials, employees, and agents, jointly and severally from any and all actions, causes of actions, claims and demands for, upon or by reason of any damage, loss or injury, which hereafter may be sustained by participants, merchants, spectators, or others in consequence of participating in the Fork Horse Trials activities. This waiver and release expressly includes any action, cause of action, claim or demand based upon any act, omission or negligence by the Fork Horse Trials, its officers, officials, employees or agents.

This release extends and applies to, and also covers and includes, all unknown, unforeseen, unanticipated and unsuspected injuries, damages, loss and liability and the consequences thereof, as well as those now disclosed and known to exist. The provision of any state, federal, local or territorial law or statute providing in substance that releases shall not extend to claims, demands, injuries or damages which are unknown or unsuspected to the person executing such release at the time of such execution, are hereby expressly waived.

I do hereby agree on behalf of my heirs, executors, administrators, and assigns to indemnify The Fork LLC, The Fork Horse Trials and The Fork Stables LLC, its officers, officials, employees and agents, and all members and officials of the Fork Horse Trials jointly and severally, and to hold the same harmless from and against any and all actions, claims, demands and liabilities, loss, damages and expense of whatever kind or nature, including attorney fees, which may at any time be incurred by them or claimed against them by reason of my participation in the Fork Horse Trials. This hold harmless and indemnity provision expressly includes any action, cause of action, claim or demand based upon any omission or negligence by The Fork LLC, The Fork Horse Trials and The Fork Stables LLC, its officers, officials, employees or agents.

Name of Organization: _____

Participant (s): _____

Signature(s): _____

Address, City, State, Zip: _____

Telephone: _____

Date: _____

ADVERTISING CONTRACT



Title Sponsor:



Presenting Sponsor:



The Fork Horse Trials Official Program is a full color, high gloss publication

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Program Advertisement Opportunities:

_____ Inside front cover	\$500	Size Requirements:
_____ Inside back cover	\$500	Full Page Bleed: 8.75 x 11.25 / Trim 8.5 x 11 / Live 7.875 x 10.5
_____ Full Page	\$325	Full Page Non-Bleed: 7.75 x 10.25
_____ Half Page	\$225	Half Page Horizontal (no bleed allowed): 7.75 x 5
_____ Quarter Page	\$100	Half Page Vertical (no bleed allowed): 3.75 x 10.25
_____ Typesetting/Ad Design	\$100	Quarter Page (no bleed allowed): 3.75 x 5

Additional Advertising Opportunities:

_____ Web Link – 6 week duration beginning February 24, 2016	\$350
_____ Banner placement on perimeter fencing	\$325

Camera-ready ad deadline: March 15, 2016

Check one: _____ Camera-ready copy attached _____ Copy enclosed for typesetting

Camera ready ads may be submitted via email as high-resolution (300 dpi/press quality) PDF files to:
Austin Kiker: akiker@theforkfarm.com

If you would like for us to design your ad, there will be an additional charge of \$100. Ad copy and any digital photos you would like to appear in your ad may be emailed to: akiker@theforkfarm.com

Payment: _____ Check _____ Credit Card _____ Cash

Credit Card #: _____ Exp. Date: _____

Billing Zip Code: _____ Signature: _____

Make checks payable to: The Fork Horse Trials and mail to: ATTN: Austin Kiker, 3200 Fork Road, Norwood, NC 28128
704-474-4052 Ext. 228 • Fax: 704-474-0160 • Email: akiker@theforkfarm.com • www.theforkfarm.com

SPECIAL EVENTS TICKET SALES



Title Sponsor:



Presenting Sponsor:



Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

VIP TENT TICKETS (Saturday and/or Sunday, April 9-10)

Ticket includes full use of the tent, buffet breakfast, lunch, and 2 drink tickets for afternoon wine and hors d'oeuvres.

_____ @ \$70 per person Saturday Show Jumping Tent Only

_____ @ \$70 per person Sunday Cross Country Tent Only

_____ @ \$120 per person for both days

_____ @ \$390 Reserve a table for your family or company (six person table) Saturday Only

_____ @ \$390 Reserve a table for your family or company (six person table) Sunday Only

_____ @ \$750 Reserve a table for both Saturday and Sunday (six person table)

Total: _____

CHAMPAGNE LUNCHEON (Friday, April 8)

Enjoy International Dressage and see our competitors up close and personal while dining at our VIP Tent.

_____ @ \$48 per person

Total: _____

Payment Type: _____ Cash _____ Check # _____ Credit Card

Credit Card #: _____ Exp. Date: _____

Billing Zip Code: _____ Billing Street #: _____

Signature: _____

Make checks payable to: The Fork Horse Trials and mail to: ATTN: Austin Kiker, 3200 Fork Road, Norwood, NC 28128
704-474-4052 Ext. 228 • Fax: 704-474-0160 • Email: akiker@theforkfarm.com • www.theforkfarm.com

SHOOT FOR THE STARS REGISTRATION FORM



Title Sponsor:



Presenting Sponsor:



DATE: APRIL 6, 2016
LOCATION: THE ORDINARY AT THE FORK FARM
REGISTRATION: 11:00 AM
LUNCH SERVICE: 11:30 AM
ON COURSE TO SHOOT: 1:00 PM
COST PER TEAM: \$600 (\$150 per person)
DRINKS & HORS D'OEUVRES WITH RIDER TEAMMATES: 4:00 PM

TEAM #1 NAME: _____

Team Member 1 _____

Team Member 2 _____

Team Member 3 _____

Team Member 4 _____

TEAM #2 NAME: _____

Team Member 1 _____

Team Member 2 _____

Team Member 3 _____

Team Member 4 _____

Credit Card #: _____ Exp. Date: _____

Name on Card: _____ Billing Street #: _____

Please make checks payable to: The Fork Horse Trials
Mail: ATTN: Austin Kiker, 3200 Fork Road, Norwood, NC 28128 or
Email: akiker@theforkfarm.com • www.theforkfarm.com