



Dear Sponsor and/or Vendor:

Welcome to the 2025 Mayflower IQHA State Show! This prestigious Iowa Quarter Horse Association Show will be held at the Iowa State Fairgrounds in Des Moines, Iowa, Thursday, May 1 through Sunday, May 4, 2025. If you are a previous sponsor, welcome back we're happy to be working with you again! If you are a first-time sponsor, please look over the opportunities we have to offer – we look forward to working with you!

Booth space for sponsors will be located both inside the Jacobson Arena, or north of the horse barn. Iowa State Fairgrounds may charge an electrical service fee to outside vendors along the horse barn. Please find the sponsor information sheet listing our sponsorship levels and a sponsor sign-up sheet with information on advertising prior to and during the show through announcing, signage and social media. Please take the time to read through the opportunities available to you. We have a sponsorship package to fit all levels of participation, whether you are a business, exhibitor or trainer.

We welcome the opportunity to work with you to find the package that best fits your needs. In-kind contributions of products or services can also be applied toward 50% of the Elite level. The Mayflower is an outstanding opportunity to target your market audience and increase sales! For further information, please contact Lisa Merfeld at 515.201.7586. We look forward to working with you!

Sincerely,

Lisa Merfeld & the

IQHA Mayflower State Show Committee

12343 Hazelwood Ct. Clive, IA 50325

iqhamayflower@gmail.com

Thank you for supporting our show!



MAYFLOWER 2025 SPONSORSHIP OPPORTUNITIES

ELITE - \$400 CASH SPONSORSHIP

- Choice between (1) 10 x 20 indoor exhibit booth or (1) 20 x 50 outdoor exhibit space (for vendors) **OR** Trainers/exhibitors get first preference for stalling (*Note stall locations cannot be guaranteed until sponsorship and stall reservation, 2 separate checks, has been received and confirmed. Stalls must be ordered using the stall reservation form that gets sent to Jackie Kincaid. Please note that stall fees are NOT included in the sponsorship.*)
NOTE: DEADLINE FOR SPONSORSHIP TO BE RECEIVED FOR PRIORITY STALLING REQUESTS IS APRIL 1, 2025.
- High Point or Reserve High Point award sponsorship (*if available*)
- Class sponsorship
- Ad Post on Facebook page and IQHA Mayflower website page
- Business card/logo ad in IQHA email newsletter two times
- Company or sponsor provided banner hung up in the show arena/warm up areas
- Sponsor recognition announced at least three times per day during the show
- 5 tickets toward a prize drawing

SILVER - \$250 CASH SPONSORSHIP

- Choice between (1) 10 x 10 indoor exhibit booth or trainers/exhibitors get first preference for stalling (*Note stall locations cannot be guaranteed until sponsorship and stall reservation, 2 separate checks, has been received and confirmed. Stalls must be ordered using the stall reservation form that gets sent to Jackie Kincaid. Please note that stall fees are NOT included in the sponsorship.*)
NOTE: DEADLINE FOR SPONSORSHIP TO BE RECEIVED FOR PRIORITY STALLING REQUESTS IS APRIL 1, 2025.
- High Point or Reserve High Point award sponsorship (*if available*)
- Ad Post on Facebook page and IQHA Mayflower website page
- Business card/logo in the IQHA email newsletter one time
- Sponsorship signage at the show
- Sponsor recognition announced during the show
- 3 tickets toward a prize drawing

HIGH POINT- \$150 CASH SPONSORSHIP

- Signage in win photo, if photo is purchased by the winner of that high point award
- Ad Post on Facebook page
- Shared sponsorship signage at the show
- Sponsor recognition announced at least one time per day during the show
- Listed in the IQHA email newsletter one time
- 1 ticket toward a prize drawing

Thank you for supporting our show!



HOSPITALITY SPONSORSHIP - \$100 CASH SPONSORSHIP

- Class sponsorship
- Sponsor breakfast (4 available) or pizza lunch (2 available)
- Shared sponsor signage at the show
- Business card or logo advertised on our Facebook page
- Listed in the IQHA email newsletter one time
- Sponsor recognition during the sponsored class
- 1 ticket to sponsor prize drawing

IN-KIND SPONSORSHIP

- In-Kind sponsorships are appreciated and accepted with 50% of the sponsorship value in product and 50% cash for Elite sponsorship levels

CLASS SPONSOR \$25

- Ad post on Facebook page
- Sponsor recognition by announcement during the show

2025 MAYFLOWER IQHA STATE SHOW BOOTH/EXHIBIT PRICES

- Sponsorship and Exhibit Space must be **PAID IN FULL** before exhibit spaces are assigned or preferred stall locations are guaranteed.

Please note: Priority advertising deadline for the IQHA State Show is April 1, 2025!! Business Cards or logos may be emailed before the deadline to iqhamayflower@gmail.com. Payment of your sponsorship and this form should be returned to the address above by April 1, 2025. *The sooner your sponsorship and logos/art is received the more advertising opportunity you have! Of course, sponsorships will be accepted at any time and we will do our best to ensure proper advertising opportunity but earlier is better!*

Thank you for supporting our show!



IOWA
QUARTER
HORSE
ASSOCIATION

COMPANY _____

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ EMAIL _____

*IQHA Reserves the right to utilize sponsorships as best meet the needs of the show, however you may make a request as to what classes in kind donations are distributed.

ELITE Sponsorship (\$400): \$ _____
Indicate which is needed: 10 x 20 vendor space _____ 20 X 50 outdoor exhibit space _____ Preferred Stalling _____
List High Point/All Around Class Preference: _____

SILVER Sponsorship (\$250): \$ _____
Indicate which is needed: 10 x 10 vendor space _____ 20 x 50 outdoor exhibit space _____ Preferred Stalling _____
List High Point/All Around Class Preference: _____

HIGH POINT Sponsorship (\$150): \$ _____
List High Point/All Around Class Preference: _____

CLASSIC or HOSPITALITY Sponsorship (\$100): \$ _____

CLASS Sponsorship (Indicate \$25 per class): \$ _____

List Class you're sponsoring and day: _____

Please list In-Kind Product or Service (up to 50% of the sponsor level): _____

Additional 10 x 10 exhibit space may be available upon request.

TOTAL REMITTED: \$ _____

Please remit checks to IQHA Mayflower

Please Mail to: IQHA State Show- The Mayflower
C/O Lisa Merfeld
12343 Hazelwood Ct.
Clive, IA 50325

Thank you for supporting our show!