



Star Partner Program

*Helping ensure a lasting legacy for the Michigan
Quarter Horse enthusiast*

MICHIGAN
QUARTER
HORSE
ASSOCIATION

MQHA Star Partner Program



Have you hugged a horse today?

For more than 56 years the Michigan Quarter Horse Association has been a source of pride, membership and competition for equine enthusiasts throughout the world. The Michigan Quarter Horse Association (MQHA) and its members have brought Michigan to the forefront of equine competition and sportsmanship. MQHA not only provides an opportunity for Youth, Amateur and Open exhibitors to compete, but also has a level of excellence that drives these exhibitors to success throughout the country, and world.

The MQHA mission is to be the industry leader serving all horse enthusiasts in Michigan with diverse programs that promote the American Quarter Horse.

MQHA services nearly 900 members annually and that number is growing. Membership ranges from ages 3 (our lead-line exhibitors) to over 80 (our Amateur Select exhibitors). Our membership also includes many members from across the country that are simply horse enthusiasts, and love the American Quarter Horse breed.

MQHA raises funds to help send Youth MQHA members to World Show and Quarter Horse Congress; to support and send the MQHA Queen to the Quarter Horse Congress; to support the Year-End Awards Program that benefits many of our members; and to support awards and activities at shows throughout the year.

Each year MQHA has over 11,718 entries at various shows throughout the season. MQHA is ranked fifth in the nation for the size of our shows. This provides a great opportunity for our Star Partners to promote their products and services to a huge audience from across the country!

A partnership with the Michigan Quarter Horse Association is a great way for businesses and organizations to “co-brand” their products and services in the MQHA market place. These partnerships create a win-win scenario for everyone.

In addition to the good name and reputation of the MQHA, businesses have a partner in marketing their products and services to the members of the MQHA family and their affiliate organizations. Partnerships are designed with varying levels of participation affording donors the flexibility to choose their level of marketing and involvement through MQHA.

The purpose of the MQHA Partnership Program is to promote those businesses and individuals that are supporting the longevity of MQHA through a financial commitment. We believe that members, parents, friends and family would prefer to conduct business with those companies and organizations that are supporting and promoting MQHA’s effort to create a solid future for the equine industry in Michigan.



MQHA Youth Members getting ready for the big show.

“MQHA is helping support Michigan’s economy one Quarter Horse at a time.”

One Star Partnership—\$200

- Licensing agreement for use of the MQHA emblem and trademarks
- Class Sponsor at one show of your choice
- Announced during the show as the class sponsor
- Recognition in the MQHA Journal as a One Star Partner
- Listing on the MQHA Star Partners Program Web Page

Two Star Partnership - \$350

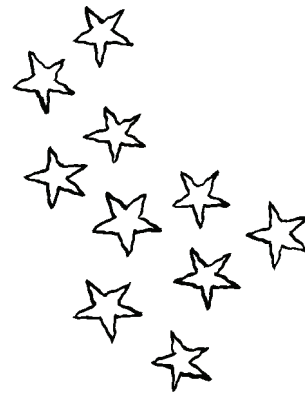
- Licensing agreement for use of the MQHA emblem and trademarks
- **Class Sponsor at two shows of your choice**
- Announced during the show as the class sponsor
- Recognition in the MQHA Journal as a Two Star Partner
- **Business-card size advertisement in one MQHA Journal Issue**
- Listing on the MQHA Star Partners Program Web Page

Three Star Partnership - \$600

- Licensing agreement for use of the MQHA emblem and trademarks
- **Multiple Class Sponsor (2-4) at two shows of your choice**
- Announced during the show as the class sponsor
- Recognition in the MQHA Journal as a Three Star Partner
- **½ page advertisement in one MQHA Journal Issue**
- Listing on the MQHA Star Partners Program Web Page
- **Special recognition during the Year-End Awards Banquet**

Four Star Partnership—\$1,500

- Licensing agreement for use of the MQHA emblem and trademarks
- **Multiple Class Sponsor (4-6) at two shows of your choice**
- Announced during the show as the class sponsor
- **Announcement of your choice made during sponsored shows (30 seconds maximum)**
- **Signage displayed at all MQHA shows (banner 3'x6' maximum)**
- Recognition in the MQHA Journal as a Four Star Partner
- **Full-page advertisement in one MQHA Journal Issue**
- Listing on the MQHA Star Partners Program Web Page
- **Logo and Link on the MQHA Home Page**
- **Special recognition during the Year-End Awards Banquet**



Five Star Partnership—\$2,500

- *Licensing agreement for use of the MQHA emblem and trademarks*
- **Multiple Class Sponsor (4-6) at three shows of your choice**
- **Logo recognition on the sponsored shows (3) Showbill**
- *Announced during the show as the class sponsor*
- **Announcement of your choice made during sponsored shows (30 seconds maximum) each day of the show**
- **Harbor Classic saddle sponsorship recognition**
- *Signage displayed at all MQHA shows (banner 3'x6' maximum)*
- *Recognition in the MQHA Journal as a Five Star Partner*
- *Full-Page advertisement in one MQHA Journal Issue*
- *1/2 page advertisement in one MQHA Journal Issue*
- *Listing on the MQHA Star Partners Program Web Page*
- *Logo and Link on the MQHA Home Page*
- *Special recognition during the Year-End Awards Banquet*
- **Season priority camping/stalling if arranged at least two weeks prior to a show***
- **Season priority vendor area if arranged at least four weeks prior to a show**
- **Photo opportunity with the MQHA Queen (contingent on availability)**

Shooting Star Partnership—\$5,000



- *Licensing agreement for use of the MQHA emblem and trademarks*
- *Multiple Class Sponsor (4-6) at three shows of your choice*
- *Logo recognition on the sponsored shows (3) Showbill*
- *Announced during the show as the class sponsor*
- *Announcement of your choice made during sponsored shows (30 seconds maximum) each day of the show*
- *Harbor Classic saddle sponsorship recognition*
- *Signage displayed at all MQHA shows (banner 3'x6' maximum)*
- *Recognition in the MQHA Journal as a Shooting Star Partner*
- *Full-Page advertisement in one MQHA Journal Issue*
- *1/2 page advertisement in one MQHA Journal Issue*
- *Listing on the MQHA Star Partners Program Web Page*
- *Logo and Link on the MQHA Home Page*
- *Special recognition during the Year-End Awards Banquet*
- *Season priority camping/stalling if arranged at least two weeks prior to a show**
- *Season priority vendor area if arranged at least four weeks prior to a show*
- *Photo opportunity with the MQHA Queen (contingent on availability)*
- **Logo header on all on-line year-end points forms**
- **Logo recognition on year-end saddle awards**
- **Logo in all show photos throughout the MQHA season**
- **Official back number sponsor with logo on all MQHA back numbers**
- **Headlining MQHA Convention sponsor**
- **Logo on all Congress Youth Team Jackets**



2011 MQHA Show Calendar

April 21 - 24, 2011

MQHA Easter Eggstravaganza
MSU Pavilion, E. Lansing, MI

May 13 - 15, 2011

MQHYA Spartan Spectacular
MSU Pavilion E. Lansing, MI

May 28-30, 2011

Memorial Weekend Jubilee
AQHA Introductory Show & All Breed Open Show
AQHA Approved - PAC Approved
Allegan County Fairgrounds, Allegan, MI

June 10, 2011

MQHA Summer Series
AQHA All Novice and Open All Breed Show
Berrien Springs, MI

June 11 - 12, 2011

MQHA Summer Series
Berrien Springs, MI

June 29 - July 4, 2011

MQHA Harbor Classic
Ludington, MI

September 15 - 18, 2011

MQHA Great Lakes Classic & Breeder's Futurity
MSU Pavilion E. Lansing, MI

November 10 - 13, 2011

MQHA Harvest Classic
MSU Pavilion E. Lansing, MI

Name _____
Business Name _____
Address _____
City _____ St _____ ZIP _____
Business Phone (_____) _____
Home Phone (_____) _____
E-mail: _____

YES! I want to support MQHA with the following gifts:

- One Star Partnership — \$200
- Two Star Partnership — \$350
- Three Star Partnership — \$600
- Four Star Partnership — \$1,500
- Five Star Partnership — \$2,500
- Shooting Star Partnership — \$5,000
- \$_____ Other (Please specify) _____

Check enclosed, payable to MQHA

Credit Card number _____
 Visa MasterCard American Express
 Discover Exp. Date _____

Signature: _____

Please consider this a pledge for the next

- 2 years 4 years
- 3 years 5 years

You may decide to make contributions in full or in equal payments. Please select if you would like to receive invoices for payments. quarterly semi-annually

Please send payment to: Michigan Quarter Horse Association, P.O. Box 278, Greenville, MI 48838

Michigan Quarter Horse Association

P.O. Box 278
Greenville, MI 48838
616-225-8211
616-225-8313 Fax
mqha@hotmail.com

www.miquarterhorse.com

MICHIGAN
QUARTER
HORSE
ASSOCIATION

The Michigan Quarter Horse Association is an enthusiastic group of individuals who breed, raise, train, show or just plain love the American Quarter Horse.

MQHA offers those who wish to compete over **50 AQHA/MQHA approved shows**, including an **All-Novice Show/Open show** to introduce less seasoned competitors to national competition.

Shows often include halter, showmanship, western, hunt seat classes, trail, western riding, reining, barrels and poles, over fences and many other specialty competitions.

