



**Horse Council BC
Partnership Program
2011**

Everything Equine!

www.hcbc.ca



HORSE COUNCIL BC

Horse Council BC (HCBC) is a not-for-profit organization representing the interests of the equine industry in all sectors throughout British Columbia. Tradition, strong values and superior hard work provided by our Board of Directors and staff has made HCBC the largest and most successful multi-discipline, multi-breed equine association in Canada.

Horse Council BC continues to grow each year with membership reaching over 21,000 in 2009. HCBC actively represents the equine community in industry and agriculture, animal welfare, sport, and recreation. Our organization provides education, grant funding, club support, liability insurance, programs and liaises with government ministries.

MISSION STATEMENT

Horse Council BC is a member-driven organization committed to working together on behalf of the equine interests of our members. Representing horse enthusiasts in BC, we collaborate with individuals, businesses, industry professionals, and government to strengthen communication, education, and safety. We strive to preserve and enhance equestrian use of public lands and to promote and foster participation in all varieties of equine activity.

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BENEFITS OF PARTNERSHIP

Target a Unique Demographic

Directly market to your target audience ...

22,000 Individual Members

182 Business Members

123 Club Members

Extend Your Company Reach

Connect with HCBC members and BC's equine industry at trade shows and events, through the Horse Council BC's Forums, Horse Industry Guide, at the Equine Education Conference and MORE!

Create Brand Awareness & Build Brand Recognition

Extend your corporate brand to a diverse audience through strategic placement of your company logo and web link on Horse Council BC's website, in our publications and promotional materials, as well as on signage.

Network

Business to business networking opportunities at local trade shows and events attended by Horse Council BC.

Corporate Relations

Develop relations within BC's equine industry on an individual, business and club level while contributing to the growth and development of BC Athletes.

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CORPORATE PARTNERSHIP OPPORTUNITIES

OFFICIAL PARTNER

\$5,000

PARTNERSHIP INCLUDES....

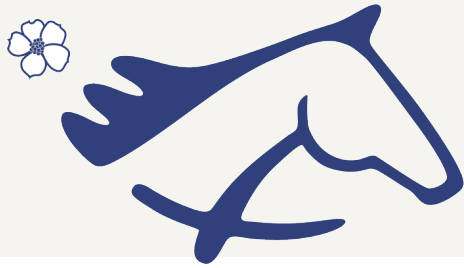
“Association Rights”

- ⇒ Permission to the use the Horse Council BC corporate logo in approved publications and marketing materials within the province of BC.
- ⇒ Recognition as the “*Official Partner of Horse Council BC*” on the HCBC website with your corporate logo and web-link.

“Brand Exposure/Added-Value”

- ⇒ Website advertising for 12 months
- ⇒ Logo recognition in the *HCBC Promotional CD*
- ⇒ Complimentary text listing with your corporate logo in the “*2011 BC Horse Industry Guide*”
- ⇒ Complimentary listing in the “*HCBC Online Business Directory*” including 100 word description, your corporate logo, contact information including email address and link to your website.
- ⇒ Corporate logo recognition in both the HCBC *e-Newsletter and e-Bulletins* (14,000 subscribers)
- ⇒ Logo recognition in *HCBC Event Programs*
- ⇒ Logo recognition on the *Partner Banner*
- ⇒ Logo recognition on *HCBC Membership Cards*
- ⇒ Pamphlet distribution at all events attended by HCBC

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CORPORATE PARTNERSHIP OPPORTUNITIES

PREFERRED PARTNER

\$2,500

PARTNERSHIP INCLUDES....

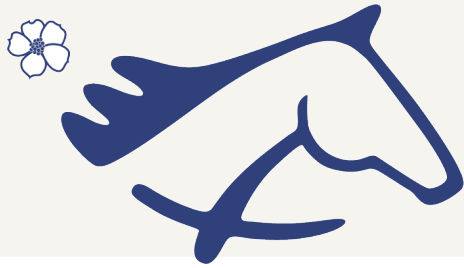
“Association Rights”

⇒ Displayed as the *“Preferred Partner of Horse Council BC”* on the HCBC website with your corporate logo and web-link.

“Brand Exposure/Added-Value”

- ⇒ Complimentary text listing with your corporate logo in the *“2011 BC Horse Industry Guide”*
- ⇒ Listed in the *“HCBC Online Business Directory”* including 100 word description, your corporate logo, contact information including email address and a link to your website.
- ⇒ Logo recognition in the *HCBC Promotional CD*
- ⇒ Logo recognition included in both the *HCBC e-Newsletter and e-Bulletins* (14,000 subscribers)
- ⇒ Logo recognition in *HCBC Event Programs*
- ⇒ Logo recognition on the *Partner Banner*
- ⇒ Pamphlet distribution at all events attended by HCBC

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CORPORATE PARTNERSHIP OPPORTUNITIES

PROUD PARTNER

\$1,500

Partnership includes....

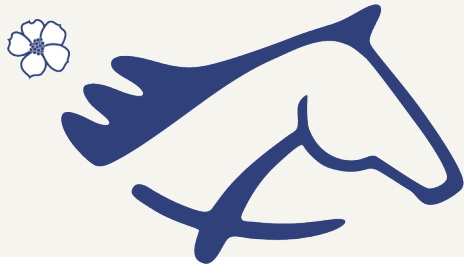
“Association Rights”

⇒ Displayed as a *“Proud Partner of Horse Council BC”* on the HCBC website with your corporate logo and web-link.

“Brand Exposure/Added-Value”

- ⇒ Text recognition in the *2011 BC Horse Industry Guide*
- ⇒ Text recognition included in the *HCBC e-Newsletter and e-Bulletins* (14,000 subscribers)
- ⇒ Text recognition in *HCBC Event Programs*
- ⇒ Text recognition on the *Partner Banner*
- ⇒ Pamphlet distribution at all events attended by HCBC

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CORPORATE PARTNERSHIP OPPORTUNITIES

COMMUNITY PARTNER

\$500

Partnership includes....

“Association Rights”

⇒ Displayed as a “*Community Partner*” on the HCBC website with your corporate logo and web-link

“Brand Exposure/Added-Value”

- ⇒ Text recognition in *HCBC Event Programs*
- ⇒ Text recognition on the *Partner Banner*
- ⇒ Pamphlet distribution at all events attended by HCBC

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CONTACT INFORMATION

Please contact me should you have any questions or to discuss partnership opportunities.

Kim Robertson

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