

Tuesday, June 29, 2010

Dear Business Owner,

For the past 12 years, the Mackinac Horsemen's Association (MHA) has dedicated itself to advancing equestrian activity on Mackinac Island. This non-profit 503(c) organization was launched in recognition that without strong advocacy, education, and community support, the very symbol of Mackinac Island would continue to dwindle. As a business that is active in Mackinac Island, it is undoubtedly clear to you that the nature of Mackinac Island would be significantly different if horse ownership and activities were allowed to decrease. We all recognize that horses bring visitors, and the visitors bring additional business to Mackinac Island. Horses are a key ingredient in the magic of the Island.

Last year, the MHA launched an annual activity, the Festival of the Horse (FOTH). This festival includes a range of activities that range from the novice to the expert, from the family to the professional riders and businesses. Examples of these activities include expositions, training events, lectures and courses, parades and demonstrations. Overall, the response to this event far exceeded our expectations. In 2009, a year of significant business decline in the State of Michigan, the FOTH brought hundreds of visitors to Mackinac specifically to attend this event. With such success, the board of the MHA decided to invest even more time and funding to expand the event even further. Though participation at equestrian events in Michigan and Indiana, thousands of potential equestrian oriented visitors and families became informed about this event. Through signs on I-75, hundreds of thousands of impressions have been made. Further, with a new web site, and partnering with organizations such as "PURE Michigan", hundreds of thousands of web impressions were made to visitors and businesses about the FOTH. The word is out, and the 2010 FOTH promises to be an even larger and more successful event.

As business owners ourselves, we understand all too well the economic challenges of 2009. At the same time, we also recognize that for businesses to grow and succeed, they need to get the message out about their products and services. As a company, how much today are you spending in advertising and other forums to get the message out? And how effective are these programs? If you are like many companies, it is getting harder and harder to be heard from among the noise with the increased focus on online media. The FOTH offers a unique opportunity to bring Mackinac visitors, Islanders, and Cottagers to focus on your company and your brand. With that in mind, we have a limited number of sponsorships that are available that will highlight a few companies during this festival.

An outline of the benefits and sponsorships is as follows:

<b>Level</b>	<b>Banner Signage</b>	<b>Brand Placement</b>	<b>VIP Passes</b>	<b>Web Site Presence on MHA &amp; FOTH</b>	<b>Press Release Reference</b>	<b>FOTH Program</b>	<b>References in each talk &amp; activity</b>
Executive	<ul style="list-style-type: none"> <li>• Individual Banner FOTH</li> <li>• Individual Banner 2010 Equestrian Events</li> </ul>	Inside Wrist Bands	20	Top Page space & link to your site	Yes with Quote from your company	Full Page Ad & Placement on Cover	Yes
Platinum	<ul style="list-style-type: none"> <li>• Individual Banner FOTH</li> <li>• Composite Banner 2010 Equestrian Events</li> </ul>	None	6	Top Page Space & link to your site	Yes	Full Page Ad	Yes
Gold	<ul style="list-style-type: none"> <li>• Composite Banner FOTH</li> </ul>	None	4	Link to a page listing all Gold Sponsors	No	¼ Page Ad	No

During the next few days, a MHA Board Member will be contacting you to discuss your interest in participating at the FOTH. If you look at the benefits of addressing a large and targeted audience at the FOTH, we believe that you will find a sponsorship is your best advertising, public relations, and brand investment that you will make in 2010.

Sincerely,

Mackinac Island Horsemen's Association