



Dear Friend:

THANK YOU for considering a sponsorship opportunity at the 2018 Connecticut Classic Summer Show. First, I would like to tell you a little about who we are - Founded in 1967; CQHA is a voluntary confederation of members who serve as officers and board of directors, supported by equal representation of participating members to promote the breed, provide equine education, membership development, leadership and public policy. CQHA is organized for the purpose of educating youth and adults about the American Quarter Horse, its temperament and history; to promote the best interest of Quarter Horse owners, riders, enthusiasts, as well as the breed; to promote and encourage breeding, performance and competitions involving the American Quarter Horse within the state of Connecticut, and to encourage sportsmanship and youth activity.

We have been hosting horse shows in the Northeast at Falls Creek Farm in Oneco, CT for many years. 2018 is a year of change for CQHA and we will be moving our show to a new venue, Eastern States Expo in West Springfield, MA. We will be hosting our AQHA show with 5 AQHA judges and expecting over 300 Quarter Horses, with this we expect a growth of 100% from the past year, we are looking for the help of sponsors to continue the growth of this show and to offer all that we can to our exhibitors. It is estimated that this show will generate about \$1.5 million dollars for the local West Springfield, MA over the 5-day duration, with an estimate of 1000 people passing through per day.

We are excited to offer you an opportunity to be a part of this new adventure. Your sponsorship will work in many areas of the CQHA program. CQHA offers a superb year end awards & recognition banquet and the array of amazing events and awards presented our show. In order to take the next step to grow this show, we are asking for your sponsorship help!

In addition to all this, CQHA supports and promotes the American Quarter Horse Association, the largest equine breed association in the United States. AQHA members from across the North East and Canada pay it forward by attending our show and supporting our sponsors. This amazing show needs your support!!

Thank you again for your time. We hope you'll consider sponsorship at one of the levels found on the following page or contact us regarding a custom package. We are striving now more than ever before to make our show one of the most fun and welcoming circuit out there. We look forward to making 2018 our best year yet!

Respectfully,

*Connecticut Quarter Horse Association*