



2018 National A-Rated Santa Fe Summer Series Sponsorship Opportunities Contract

We want to become your favorite marketing partner.

2018 SANTA FE SUMMER SERIES

Santa Fe Welcome Week: July 18-22, 2018

Santa Fe Sonrisa Week: July 25-29, 2018

Santa Fe Fiesta Week: August 1-5, 2018

Grand Prix de Santa Fe Week: August 8-12, 2018

Thank you for participating in our 2018 Sponsorship Program. Please contact our Sponsorship Team with any questions:

sponsorship@hipicosantafe.com

Let us know how we can best serve your Sponsorship and promotion goals!

The following Sponsorship Agreement is between Grand Prix de Santa Fe, LLC doing business as HIPICO Santa Fe and _____.

DIAMOND SPONSORS RECEIVE:

- Strategic co-branding with HIPICO marks/ logo on HIPICO digital and print publications
- Dedicated press release & e-blast to proprietary list
- Targeted social media promotion & brand integration
- Business links on website, e-blasts & press releases
- 2 Full pages, preferred-placement advertising in Premium Book
- 2 Full pages, preferred-placement, full-color advertising in Souvenir Program Book
- Banner in HIPICO Santa Fe Grand Prix Arena
- Maximum recurrent play of 30 – second commercial video on Main Scoreboard
- Maximum recurrent Sponsor logo display on Main Scoreboard
- Maximum recurrent public announcements during the horse show
- 2 Premium VIP tables (16 total guests, front row seating) during the horse show
- Access to all HIPICO VIP Lounge guest services and amenities for 16 guests



PLATINUM SPONSORS RECEIVE:

- Business link on HIPICO Santa Fe website & targeted e-blasts to proprietary list
- Targeted social media promotion & brand integration
- 2 Full pages, standard advertising in Premium Book
- 2 Full pages, standard, full-color advertising in Souvenir Program Book
- Banner in HIPICO Grand Prix Arena
- Recurrent play of 30 – second commercial video on Main Scoreboard
- Maximum recurrent Sponsor logo display on Main Scoreboard
- Maximum recurrent public announcements each day during the horse show
- 1 VIP premium table (8 guests, front row seating) and 1 VIP standard table (6 guests) each day during the horse show (14 total guests)
- Access to all HIPICO VIP Lounge guest services and amenities for 14 total guests

GOLD SPONSORS RECEIVE:

- Business link on HIPICO website & targeted e-blasts to proprietary list
- Targeted social media promotion & brand integration
- 1 Full-page, standard advertising in Premium Book
- 1 Full-page, standard, full-color advertising in Souvenir Program Book
- Banner in HIPICO Grand Prix Arena
- Recurrent Sponsor logo display on Main Scoreboard
- Recurrent public announcements each day during the horse show
- 1 VIP standard table (6 total guests) during the horse show
- Access to all HIPICO VIP Lounge guest services and amenities for 6 total guests

SILVER SPONSORS RECEIVE:

- Targeted social media promotion & brand integration
- Business link on HIPICO website
- Acknowledgement on e-blasts
- Half page, standard advertising in Premium Book
- Half page, standard, full-color advertising in Souvenir Program Book
- Banner in Taos Main Hunter Arena
- Logo display on scoreboard
- 4 VIP access passes in HIPICO VIP Lounge during the horse show
- Access to all HIPICO VIP Lounge guest services and amenities for 4 total guests



TURQUOISE SPONSORS RECEIVE:

- Targeted social media promotion & brand integration
- Links on HIPICO website, e-blasts
- Quarter-page, standard advertising in Premium Book
- Quarter-page, standard, full-color advertising in Souvenir Program Book
- Logo display on scoreboard
- Dedicated public announcements
- 2 VIP access passes in HIPICO Lounge during the horse show
- Access to all HIPICO VIP Lounge guest services and amenities for 2 total guests

SPONSOR INFORMATION

How would you like to be identified in our Sponsorship program?

Sponsorship Contact Name: _____

Address _____

Phone _____

Email _____

ADVERTISING COPY DUE DATES

Souvenir Program Book: 10 May 2018

Please work with your HIPICO Santa Fe Sponsorship Manager for Advertising copy submissions.

PAYMENT

Cash pledge portion due upon signing of Sponsorship Contract. Marketing deliverables to begin promptly upon signing.

Payment confirmation:

___ Will pay through electronic form on the HIPICO Santa Fe website

___ Will pay via check made payable to Grand Prix de Santa Fe

___ Send me an Electronic Invoice for Credit Card Payment



HIPICO Santa Fe
PO BOX 5353
Santa Fe, New Mexico 87502

sponsorship@hipicosantafe.com

HIPICO Santa Fe Summer Series and Fall Fun Series are the only A-Rated Hunter Jumper shows in New Mexico. Your underwriting partnership is making this premier competition possible.

THANK YOU for your Partnership in bringing these amazing Horse Shows to Santa Fe!

RIDER TO SPONSORSHIP CONTRACT

This Rider forms a part of the Sponsorship Contract between the parties and is effective from the date of signing through December 31, 2018.

SPONSORSHIP FEE

By choosing the sponsorship level noted above, the SPONSOR hereby pays in full to Grand Prix de Santa Fe, LLC, doing business as HIPICO Santa Fe a sponsorship fee of \$_____ cash pledge, along with the outlined VIK, to achieve the _____ sponsor status. In return SPONSOR shall receive the benefits enumerated under the chosen sponsorship level.

MANAGEMENT DISCRETION

Specific Circuit Schedules, Dates and Classes offered are subject to HIPICO's management discretion. SPONSOR shall be notified of any changes that affect the terms of this Agreement.

FORCE MAJEURE

Any delay or failure of HIPICO to perform its obligations hereunder shall be excused to the extent that it is caused by an event or occurrence, either natural or otherwise, beyond its reasonable control. Such events shall be broadly construed and are commonly referred to as "Acts of God/Force Majeure." HIPICO shall promptly notify SPONSOR in the event of force majeure, and to the extent possible provide the anticipated duration of the impact causing such delay or failure and the steps being taken to remedy same. Should the delay continue beyond thirty (30) days, or should both parties agree otherwise, the parties may terminate this



Agreement, and thereafter meet in good faith to resolve any open issues caused by the force majeure.

TRADEMARKS

HIPICO Santa Fe Summer Series/Fall Fun Series, Grand Prix de Santa Fe, LLC and SPONSOR acknowledge that each party owns certain names, trademarks, service marks, copyrights and other intellectual property ("Marks"), as well as merchandising rights and goodwill associated with or symbolized by the Marks. SPONSOR hereby grants to HIPICO a non-exclusive, non-transferable license to use SPONSOR'S Marks during the term of this Agreement, limited solely to advertise and promote the event(s) within the scope of this Sponsorship Agreement. SPONSOR likewise may be granted such non-exclusive, non-transferable license to use HIPICO's Marks within the scope of this Sponsorship Agreement, but only upon SPONSOR's prior written application to and HIPICO's written approval of such use.

INDEMNIFICATION

Each party will indemnify and defend and hold the other harmless against any and all liability, damage, loss, cost or expense (including reasonable attorneys' fees) resulting from any third party claims made or suits that arise from a party's breach of their representations, warranties or agreements contained herein, or from their negligent or intentional acts or omissions; provided however that a party shall not be obligated to indemnify the other party to the extent of any damages, losses, expenses or other amounts it suffered as a result of the other party's own negligent or intentional acts.

BINDING EFFECT

This Agreement contains the entire understanding of the parties regarding the subject matter of this Agreement, binds and benefits the parties, their successors and assigns, and may not be modified except by a writing signed by both parties. This Agreement may not be assigned without prior written consent of the non-assigning party, which consent may not be unreasonably withheld.

SEVERABILITY

If any of the terms of this Agreement shall be deemed to be legally invalid and unenforceable by a court of competent jurisdiction, the validity of the remainder of the terms contained in this Agreement shall not be affected and the invalid and unenforceable terms shall be deemed modified to the minimum extent necessary to make those terms consistent with applicable law and, in its modified form, those terms shall then be enforceable.

APPLICABLE LAW



This Agreement shall be construed and governed in accordance with the laws of the State of New Mexico.

SIGNATURES

By signing below, the undersigned represent and warrant that they have the legal authority to enter into this Agreement of behalf of the contracting parties. This Agreement may be executed in multiple counterparts and a facsimile or electronic copy of thereof bearing the signature of a Party hereto shall be sufficient to bind such Party to the terms of the Agreement.

Please make checks to: Grand Prix de Santa Fe, LLC, d/b/a HIPICO Santa Fe

Accepted and agreed:

Grand Prix de Santa Fe, LLC, d/b/a HIPICO Santa Fe

By: _____ Dated: _____
SPONSOR REPRESENTATIVE

NAME AND TITLE

By: _____ Dated: _____
HIPICO REPRESENTATIVE

NAME AND TITLE

By: _____ Dated: _____
HIPICO SPONSORMANAGER

NAME AND TITLE