



February 2010

Dear Valued Sponsor,

Thank you so much for your interest in bringing valuable support to the 19th Anniversary of the Coconino Horse Trials, located at the Fort Tuthill Fairgrounds in Flagstaff, AZ.

The 2010 competition season once again promises to attract competitors and spectators from all over the western United States to compete in and watch the Olympic sport of 3-Day Eventing from Beginner to the more advanced Intermediate levels. This season offers three competitions; **June 5 & 6, July 10 & 11, and July 16-18, 2010** and provides many opportunities for sponsorships and company recognition. Our goal is to create a fun, challenging competitive opportunity for our west coast competitors. The Coconino Horse Trials have become the "place to be" for our July events and competitors are planning a year in advance to enjoy the Flagstaff fun.

The 6th Annual "Coconino Challenge" is a fun and rewarding contest for competitors who ride in a minimum of 3 of 4 area competitions. At the end of the season, the horse and rider combination that has achieved the 3 lowest scores out of a total of four at each level wins for that level. Champions of each level will receive exciting prizes and regional recognition as will the sponsors of the challenge. Last year we awarded over \$4000 in prizes to our division winners.

Once again we will feature the USEA *Training 3-Day Classic*, a USEA/USEF recognized event, at our third event in July. This was a great success last year with competitors coming from several states and over \$1000 in prizes for our winners. This year we will be adding a *new Preliminary Classic 3-Day division as well*. The Preliminary and Training Classic 3-Day are an educational experience as well as a competitive one. The riders receive educational seminars before and during the event on how to best prepare for the Classic 3-Day Format. Then they compete in all three phases, plus the exciting "Steeplechase." This offers even more opportunity for our sponsors to be recognized, as we expect competitors from CA, AZ, NM, NV, CO, UT, WY and Texas to participate in this year's challenge. Sponsorships for this division are also available and we expect it to be very well attended.

We invite you to become involved in this exciting competition season. We have a flexible sponsorship program that allows you to market your company or products. By supporting the Coconino Horse Trials you help the organization grow and continue offering a high quality venue for its competitors.

Join us for one show or all three. It will be well worth it! We will be sure that your company will be graciously recognized for your generous support. Our first show is coming up quickly and we are looking forward to a great turnout of more than 600 competitors this season.

Please review the attached sponsorship opportunities for details. If I can be of further assistance to you with sponsorship opportunities, please give me a call at (602) 320-6613 or email me at laura@coconinohorsetrials.com. Thank you again for your interest and we look forward to seeing you at the next competition.

Sincerely,

Laura Borghesani
Sponsorship Coordinator, Coconino Horse Trials

Please visit: www.CoconinoHorseTrials.com for all horse trial and sponsorship information.