

Future Performance Horses
376 Forest Drive
Union Grove, AL 35175

March 1, 2012

To Whom It May Concern:

Future Performance Horses is hosting a horsemanship clinic at the Pioneer Arena in Arab, AL on July 7-8, 2012. Our clinician will be Les Vogt, who is the star of RFD-TV's #1 rated show, "Equine Insights," a three-time NRCHA Hall of Famer, and one of the industry's most respected horsemen. In excess of 100 people, from all over the Southeast, are expected to attend this clinic, and we would like to invite you to be a part of it, as well. By participating in our sponsorship program, you will not only have an incredible opportunity to promote your business, but you will also be able to concurrently support your community members, offsetting some of their cost to attending this non-profit event.

Enclosed you will find an outline and description of the various sponsorship levels available, as well as a sponsorship application. You might be interested to know that our clinic coincides with a television shoot Les is doing for RFD-TV, and one of the network's own hosts is attending on her personal horse; therefore, in addition to receiving local publicity for your company through our extensive print/radio/online marketing campaigns, there exists a great possibility for national, television advertisement, as well. That being said, please understand your donation is essentially purchasing advertisement for your company; although this is a not-for-profit event, we are not a non-profit organization, so your donation will not qualify as a charitable contribution for tax-purposes.

However, the donation your company makes will be used for the sole purpose of funding our horsemanship clinic; thus, directly benefiting the local community. ALL donated funds will be applied directly towards arena rental, clinician payment/travel/accommodations, and other event-related expenses; all donated items will be given away to clinic participants in a free raffle; and all donated supplies will go towards increasing the comfort of our clinician and clinic participants. For no reason will any donations be retained by Future Performance Horses or its employees.

Our goal is to provide a wholesome, family, weekend activity, which brings the community together for socialization, enjoyment, and education. If you have any questions, please do not hesitate to contact me, Amy Smith, the owner of Future Performance Horses and clinic host, at 334-797-7787 or Amy@FuturePerformanceHorses.com. Thank you in advance for your time, consideration, and support; your generosity is greatly appreciated!

Sincerely,

Amy Smith

Amy Smith, Owner
Future Performance Horses
www.FuturePerformanceHorses.com
www.Facebook.com/FuturePerformanceHorses