

FRIESIAN HORSE TELEVISION

WINTER 2006

WHY SPONSOR THIS MONUMENTAL EVENT ?

- ✓ **Finally** a way to capture the Friesian Horse Market *Effectively*
- ✓ **Upscale** buying market with high discretionary income
- ✓ **Profitable market** spends top dollar on their horses & their products
- ✓ **Market reach** – Friesian, General Equine and Agricultural - nationwide
- ✓ **Nationally televised** – Millions of viewers (est. 10 million)
- ✓ **Breed is top scoring** in dressage – the equine world is taking notice!
- ✓ **Growth explosion** - Friesian breed is on the brink of incredible growth
- ✓ **Beat the competition** – Capture mindshare in this growing market
- ✓ **Unmatched!** - No other publication or medium can get this level of viewers
 - ◆ You'd spend ½ million dollars in Friesian publications alone to match it
- ✓ **First** nationally televised series on the Friesian horse.
 - ◆ Expecting great publicity = exposure to our sponsors/advertisers
- ✓ **Highly promoted** – Nationwide Ad Campaign with major sponsors' logo
- ✓ **Cross-marketing effectiveness** - 3 mediums (TV-DVD-WEB)
- ✓ **Best value** in advertising available today – “not for profit” rates

Breeders - TV Billboards ad packages starting at \$1000

*Contact us for more details: 916-768-2036
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Capturing the Heart of America