

Orintha & Phil Silva • Ten Broeck Farm • 1 Old Farm Lane • Pepperell, MA 01463 • 978-877-6636 • www.tenbroeckfarm.net

Dear Friend,

As a local business manager/owner, you understand the importance of reaching customers. Every opportunity to remind the public of your business and attract new customers is worth consideration. Ten Broeck Farm is proud to be a member of the Pepperell business community and has a very exciting, high profile event season planned for 2008. We can help you reach your audience! Please take just a minute to consider the benefits of sponsoring the shows and clinics planned at our Pepperell facility.

This 14 acre equestrian center attracts the local dressage community while reaching well beyond to neighboring towns and states. Many attendees of our events are New England Dressage Association members. The organization has nearly 2,000 members and nearly half reside in Massachusetts. This group also has significant buying power across a wide range of products and services. Here are just a few NEDA demographics:

- 50% have an income of \$100,000 or more
- 37% spend over \$10,000 annually on horses, trainers & equine products
- 87% have a bachelor's or advanced degree
- 94% have access to the internet
- 90% are women age 35 – 49
- 97% own at least one horse

A recent study from the American Horse Council reports that the equine industry contributes \$39 billion in direct economic impact to the U.S. economy. These enthusiasts are very passionate about their sport and exhibit significant disposable income. Of course, that makes the group very appealing to your business.

As owners of Ten Broeck Farm, Orintha and Phil Silva are committed to the entire equine community and especially passionate about the art of dressage. Orintha shares more than 35 years of experience with her clients and is President of the Pepperell Horse Owners Association. Phil is a professional handler with 20 years of equine expertise and trusted by champion competitors to transport their horses with his Equine Valet services.

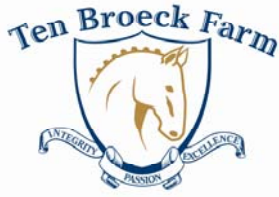
Ten Broeck Farm's event mission is to advance education for the equine community. This will be accomplished by holding public equine educational programs, lectures, clinics and seminars with knowledgeable, highly respected professionals. These events will not only enhance good horsemanship, but also promote the health and well-being of our equine partners.

Please review the details of advertising and sponsorship opportunities. We welcome your feedback for additional ideas to showcase your product and services. You'll agree, this is a very cost effective way to reach prospective customers and support our local business community. For more information about Ten Broeck Farm and the most up-to-date event schedule, visit www.tenbroeckfarm.net. For more information and to secure your sponsorship, return the enclosed form or call Orintha at 978-877-6636 or Phil at 978-877-6635. You can also email us at tenbroeckfarm@charter.net

Thank you for your support,

Ten Broeck Farm

"Millions of Americans have a personal commitment to the horse industry, from the grassroots to those who compete nationally and internationally," said David O'Connor President of the United States Equestrian Federation and an Individual Olympic Gold Medalist. "Some are kids riding their backyard horse for the sheer joy of it, some support their family working for an equine business, and others are breeders and competitors at the highest levels. Together they contribute billions to the economic health of our country through their shared passion for the great American icon, the horse."
(American Horse Council Press Release June 29, 2005)



2008 Sponsorship Programs

Ten Broeck Farm • Pepperell, MA
www.tenbroeckfarm.net

We are pleased to offer several levels of sponsorship to help meet the needs of advertisers, supporters and friends of our equestrian community.

EVENT/SHOW SPONSORSHIPS INCLUDE:

SHOW

- ___ **\$150 Show/Clinic Sponsorship**- Name is announced at the beginning, end and throughout the event, also appears in the program. Link is placed on the TBF website.
- ___ **\$25 Class Sponsorship**- Name is printed in the program and announced during show.

HOSPITALITY

- ___ **\$150 Continental Breakfast**- Name is announced during morning welcome and signs will be prominently display your sponsorship at this complimentary breakfast for all attendees. Link is placed on the TBF website.
- ___ **\$100 Volunteer Lunches**- help support our hardworking volunteers, your name will be announced before and after the lunch break, your name will appear in the program and you receive a half page ad for 2008.
- ___ **\$350 Wine Reception**- a great celebration to close out the day, a selection of fine wines and cheeses, signs prominently display your sponsorship, logo link and description on the TBF website, half page ad for 2008, and two tickets to the reception.

ADVERTISING OPPORTUNITIES:

- ___ **\$200 12 month Banner Display**- prominently displayed in the indoor arena, you provide banner (upgrade to include Equine Connection add \$50)
- ___ **\$150 Equine Connection**- we'll display up to two pieces of literature (you provide) on a table shared by our supporting vendors. Guests will be encouraged to visit and take away items of interest. All sponsors will be listed on the TBF website. Includes entire 2008 show season.
- ___ **\$75 Newsletter Sponsorships**- we reach out to the equine community approx. once a month, your name and website link will appear as the sponsor of one issue.
- ___ **\$75 Website Link**- your name and text link to your website with 25 word description will be listed for 12 months on the TBF website. (Logo link add \$10; Text link only without description \$50)
- ___ **\$75 Full page ad**- your B&W ad will appear in the show program for entire 2008 season.
- ___ **\$50 Half- page ad**- your B&W ad will appear in the show program for entire 2008 season.
- ___ **\$50 Friend of the Farm**- your name will appear in every 2008 show program as well as the Ten Broeck Farm website.
- ___ **\$25 Business card ad**- your B&W business card will appear in the show program for the entire 2008 season.

Contact name: _____	Business name: _____
Address: _____	City: _____ State: _____ Zip: _____
Email: _____	Phone: _____
Show/event/class preference: _____	
Make checks payable and mail to: Felisberto & Orintha Silva, LLC, 1 Old Farm Lane, Pepperell, MA 01463 Contact us for specific event availability and details about your sponsorship. Call Orintha Silva at 978-877-6636 or email tenbroeckfarm@charter.net . We will contact you for more information and artwork as needed. Visit www.tenbroeckfarm.net for our latest show and event schedule. <i>Thank you for your support!</i>	

Please note: Sponsorship availability may vary by event. Exclusive sponsorships are on a first come basis. Ten Broeck Farm reserves the right to reject sponsorships at our discretion. Ten Broeck Farm is not responsible for typos and assumes no liability for advertising claims.