



Brought to you by the Kansas Horse Council

Sponsorship Prospectus

FEBRUARY 26TH - 28TH 2027

Stormont Vail Events Center | Topeka, Kansas

Event Overview



13,500

5 Year Average Attendance

95

Demos, Clinics and Workshops

130

Horses

2026 Economic Impact in Topeka, Ks
\$530,000



10,149
Instagram Followers



9,300
Facebook Followers



23,878
Annual Website Visits

138

Vendors

\$33,500

Prize Payouts

30

Bulls

12

Steers

Surrounding Area Reach

Kansas Counties: **59**

Missouri Counties: **30**

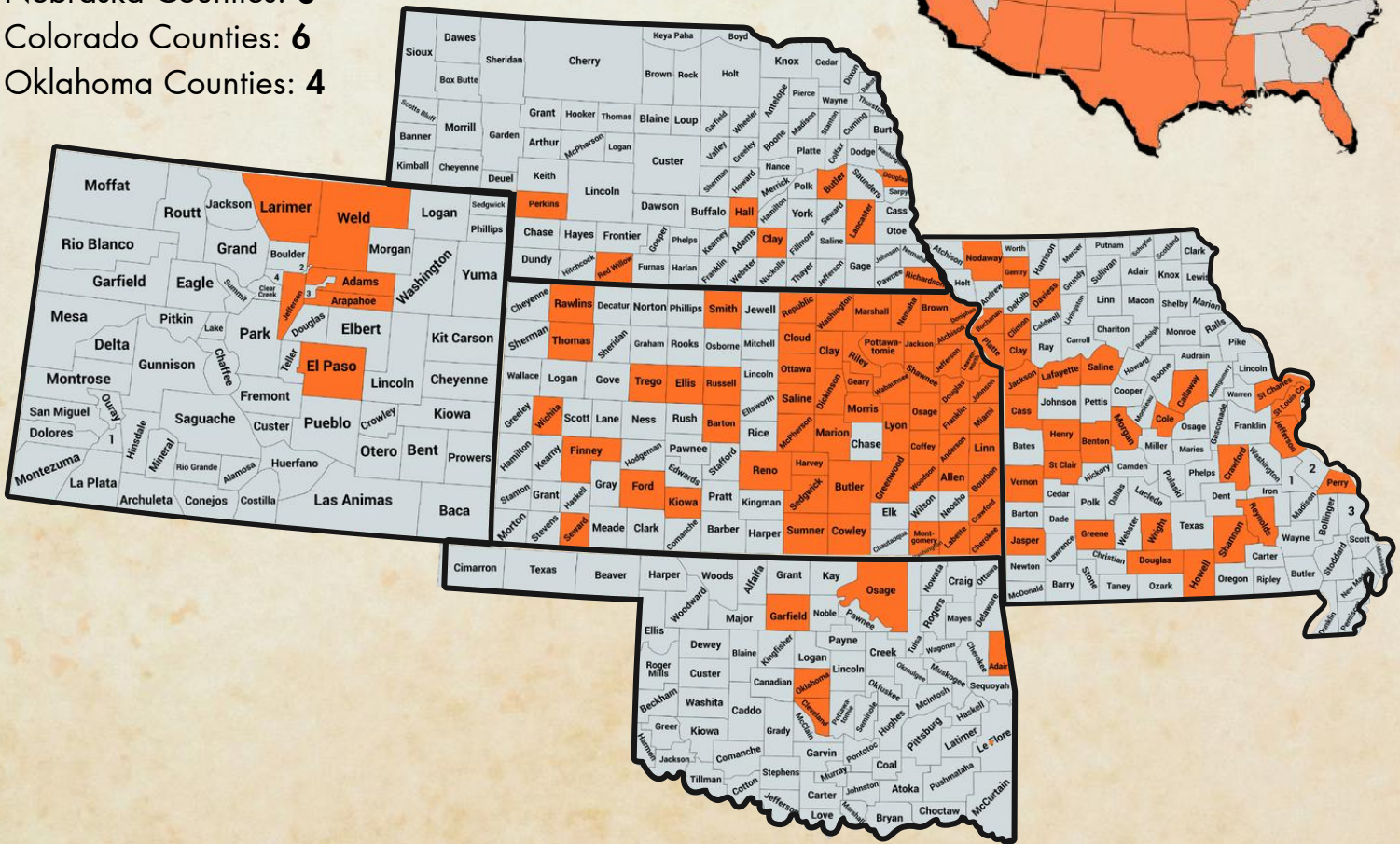
Nebraska Counties: **8**

Colorado Counties: **6**

Oklahoma Counties: **4**

32

States Represented



EquiFest of Kansas



Since 1998, EquiFest of Kansas has been the state's premier equine expo, drawing visitors from across the region for three unforgettable days of clinics, competitions, shopping, and celebration. Guests enjoy world-class horsemen and horsewomen teaching in-arena clinics daily, exciting competitions that keep crowds returning year after year, and an impressive showcase of breeds—from tiny minis and donkeys to the majestic draft horses. The experience continues with wall-to-wall shopping featuring décor, apparel, tack, jewelry, nutrition, equipment, and services for every horse enthusiast, plus delicious food offerings throughout the venue. Produced by the Kansas Horse Council as our primary annual fundraiser, EquiFest supports our mission to provide leadership for the Kansas equine industry through education, promotion, and public policy advocacy. The event also highlights the KHC Foundation, which has awarded more than \$200,000 in scholarships to students pursuing equine-related education. Learn more at www.kansashorsecouncil.com.

Top Reasons to Attend EquiFest

- Sponsors and vendors can directly reach their target market
- Reunion with friends and family
- Competitions
- Host club or organizational meetings
- Educational Entertainment for the whole family
- Love for all things Horse
- One-stop shop for annual tack and equine needs before riding season
- See new products on the market

Sponsorship Opportunities

\$10,000 DIAMOND REMUDA SPONSOR

Shine at the top—our Diamond Remuda Sponsor enjoys ***premier placement and prestige***. Assets retail valued at \$5,150 include:

- 6 lanyard VIP all access passes for representatives at event
- Logo and ad displayed on big LED board in main arena at intervals throughout event
- 3 radio type ads and name mentioned daily in both arenas throughout event
- Full page ad placement in EquiFest Program, choice of inside front or inside back cover
- Logo on Sponsor page of EquiFest Program
- 4 banner placements around campus and in arenas- you provide banners
- Minimum 6 social media mentions
- 20x10 trade show booth space in Atrium, provided with electricity and draped table/chairs if requested
- Recognition on EquiFest website Homepage scrolling marquee, and on Sponsor page

Sponsors provide logo, ads and announcements to be used

\$7,500 GOLD BUCKLE SPONSOR

Show off your Gold Buckle and stand out! ***Enjoy high impact visibility***. Assets retail valued at \$4,260 include:

- 6 lanyard VIP all-access passes for representatives at the event
- Logo and ad displayed on the big LED board in the main arena at intervals throughout the event
- 3 radio-style ads and name mentioned daily in both arenas
- Full page ad placement in the EquiFest Program
- Logo on Sponsor page of the EquiFest Program
- 3 banner placements around campus and in arenas- you provide banners
- Minimum 4 social media mentions
- 10x10 trade show booth space provided with electricity and draped table/chairs if requested
- Recognition on EquiFest website homepage scrolling marquee and on Sponsor page

Sponsorship Opportunities



\$5,000 SILVER SPUR SPONSOR

Kick up some buzz with the Silver Spur! Enjoy **expanded branding opportunities**.

Assets retail valued at \$3,150 include:

- 4 lanyard VIP all access passes for representatives at event
- Logo and ad displayed on big LED board in main arena at intervals throughout event
- 2 radio type ads and name mentioned daily in both arenas throughout event
- Half page ad placement in EquiFest Program
- Logo on Sponsor page of EquiFest Program
- 2 banner placements - you provide banners
- Minimum 3 social media mentions
- 10x10 trade show booth space provided with electricity and draped table/chairs if requested
- Recognition on EquiFest website Homepage scrolling marquee, and on Sponsor page

\$3,500 COPPER CONCHO SPONSOR

Bring the bling with the Copper Concho. **Designed for value and visibility**.

Assets retail valued at \$2,390 include:

- 4 lanyard VIP all access passes for representatives at event
- Logo and ad displayed on big LED board in main arena at intervals throughout event
- 2 radio type ads and name mentioned daily in both arenas throughout event
- Quarter page ad placement in EquiFest Program
- Logo on Sponsor page of EquiFest Program
- 2 banner placements - you provide banners
- Minimum 2 social media mentions
- Recognition on EquiFest website on Sponsor page

BLUE RIBBON SPONSORSHIPS

Exhibit excellence with a Blue Ribbon sponsorship.

\$2,500+

- 2 lanyard VIP all access passes for representatives at event
- Logo and ad displayed on big LED board in main arena at intervals throughout event
- Logo on Sponsor page of EquiFest Program
- 1 banner placement - you provide banner
- 2 radio type ads and name mentioned daily in both arenas throughout event
- 2 social media mention
- Recognition on EquiFest website on Sponsor page

\$1,500+

- 1 lanyard VIP all access pass for representative at event
- Logo and ad displayed on big LED board in main arena at intervals throughout event
- Logo on Sponsor page of EquiFest Program
- 1 banner placement - you provide banner
- 1 radio type ad and name mention daily in both arenas throughout event
- 1 social media mention
- Recognition on EquiFest website on Sponsor page

RED RIBBON SPONSORSHIPS

Proudly participate with a Red Ribbon sponsorship.

\$500+

- Logo on Sponsor page of EquiFest Program
- 1 social media mention
- Recognition on EquiFest website on Sponsor page

\$100+

- Logo on Sponsor page of EquiFest Program
- Recognition on EquiFest website on Sponsor page

Sponsorship Opportunities



DIAMOND REMUDA SPONSORSHIP \$10K - 1

Roughstock Rodeo Title Sponsor

GOLD BUCKLE SPONSORSHIP \$7.5K - 2

Ranch Rodeo Title Sponsor

Friday Night Title Sponsor

SILVER SPUR SPONSORSHIP \$5K - 7

Saddlebronc Riding Event Bareback Riding Event Bull Riding Event

Bullfighting Event Clinician #1 Clinician #2 Clinician #3 Musicians/Entertainment

COPPER CONCHO \$3.5K - 7

Ranch Rodeo Wild Cow Milking Event Ranch Rodeo Double Doctoring Event

Ranch Rodeo Sorting Event Ranch Rodeo Trailer Loading Event

Clinician #4 Clinician #5 Clinician #6

BLUE RIBBON \$2.5K - 4

Entry Gate -
Landon Arena

Chute Sponsor #1

Chute Sponsor #2

Chute Sponsor #3

Out Gate (Tractor Gate)
- Landon Arena

BLUE RIBBON \$1.5K - 2

Entry Gate - Ex Hall Arena

ADDITIONAL ADVERTISING OPPORTUNITIES

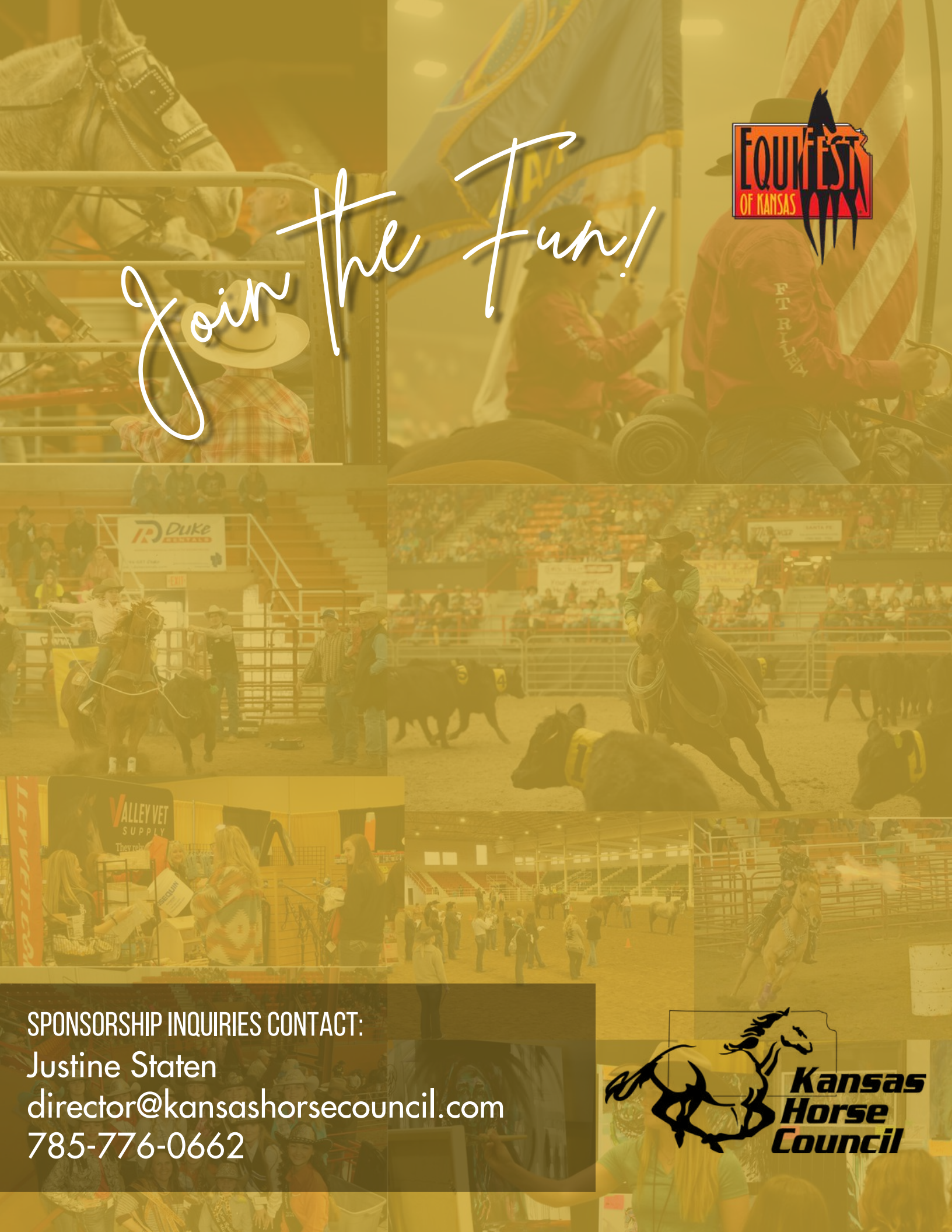
- **EquiFest Program Ads:** printed and distributed at event and available digitally on equifestofks.com website. See ad insert for more information.
- **Radio Commercial in Arenas:** \$50 per 30 second commercial submitted.
- **Banner Hang:** \$250/banner. Locations include Demo Ring, Warm Up Ring, Ex Hall Arena, Stall Barn, Domer Arena, or Landon Arena.
- **Video/TV Type Commercial Display on LED Big Board:** \$350/30 second commercial submitted. Get 3 runs, one each day, for \$1,000.

DONATE PRODUCT TO EVENT AND/OR COMPETITORS

Looking to promote directly to horse owners? Our exhibitors are the perfect candidates for putting your product in the hands of horse people to help spread the word about your business.

Custom sponsorship packages are available upon request. Interested or have questions?
Contact Justine Staten at (785) 776-0662 or director@kansashorsecouncil.com

Join the Fun!



SPONSORSHIP INQUIRIES CONTACT:

Justine Staten

director@kansashorsecouncil.com

785-776-0662

