



www.mnhorseexpo.org

April 24-26, 2026

**Minnesota State Fairgrounds
St. Paul, MN**

The Minnesota Horse Expo is our state's largest equine trade show and breed exhibition featuring education, shopping, horse breeds, and State Fair food. When you become a Minnesota Horse Expo sponsor, you're able to reach the attendees, as well as support the efforts of the Minnesota Horse Council (www.mnhorsecouncil.org). Profits from the Minnesota Horse Expo go to the Minnesota Horse Council. Get more visibility for your company at the Expo by choosing a sponsorship package listed below which includes a sponsor listing in the program and your organization's logo (linked to your home page) on the Minnesota Horse Expo website.

PRCA Rodeo is returning to Expo with Friday and Saturday evening performances and a Sunday afternoon matinee.

Innovative sponsorship ideas are continually being considered. Contact Kathy Juhl at 952-356-2029 or kathy@mnhorseexpo.org for more information.

Previous year's sponsors have priority renewing 2025 sponsorships.

EXPO SPONSORSHIPS

PLATINUM - \$2,000

- ◆ Two banners displayed at Expo
- ◆ Full page color ad in program
- ◆ 10 Expo admission tickets
- ◆ Sponsor listing in program & website

SILVER - \$500

- ◆ Banner displayed at Expo
- ◆ Quarter page color ad in program
- ◆ 4 Expo admission tickets
- ◆ Sponsor listing in program & website

DIAMOND - \$1,500

- ◆ Two banners displayed at Expo
- ◆ Half page color ad in program
- ◆ 8 Expo admission tickets
- ◆ Sponsor listing in program & website

BRONZE - \$300

- ◆ Banner displayed at Expo
- ◆ 1/8 page color ad in program
- ◆ Sponsor listing in program & website

GOLD - \$1,000

- ◆ One banner displayed at Expo
- ◆ Half page color ad in program
- ◆ 6 Expo admission tickets
- ◆ Sponsor listing in program & website

COPPER - \$150

- ◆ 1/8 page color ad in program
- ◆ Sponsor listing in program & website

CUSTOM - \$ _____

RODEO SPONSORSHIPS

PERFORMANCE - \$1,200 - Limit 2

- ◆ Sponsor one rodeo performance: Friday Saturday Sunday
- ◆ Two banners displayed in Coliseum
- ◆ Half page color ad in program
- ◆ 8 Expo admission & reserved rodeo tickets
- ◆ Sponsor listing in program & website
- ◆ Verbal promotion during performance

CHUTE - \$400 - Limit 6

- ◆ Banner on bucking chute
- ◆ Quarter page color ad in program
- ◆ 4 Expo admission & reserved rodeo tickets
- ◆ Sponsor listing in program & website
- ◆ Verbal promotion during rough stock events

SPONSORSHIPS

**Make check payable to
MN HORSE EXPO**

Send check and this completed insertion order to:
MN Horse Expo Sponsorships
5305 Edsall Rd, Mound, MN 55364

Company

Contact Person

Address

City *State* *Zip*

Phone Number

Email

EXPO SPONSOR

RODEO SPONSOR

- Platinum (\$2,000)
- Diamond (\$1500)
- Gold (\$1,000)
- Silver (\$500)
- Bronze (\$300)
- Copper (\$150)
- Custom (\$_____)

- Performance (\$1,200)
- Chute (\$400)

PAYMENT TERMS

Full payment must be received with the sponsor application. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason. Credit card payments add 3%.

SPONSORSHIP QUESTIONS?

Contact Kathy Juhl
952-356-2029 ◆ kathy@mnhorseexpo.org

To be listed in the program, applications and payment must be received by March 15, 2026

**MAXIMUM COLISEUM BANNER SIZE - 4 h' x 10' w
CHUTE BANNER SIZE - 23-7/8" h x 76" w**

Sponsors provide their own banners and are responsible for bringing banners to the Expo Office by 5pm on Thursday and picking up after 6pm on Sunday. Shipped sponsor banners should be sent to MN Horse Expo, Attn: Kathy Juhl, Sponsorships, Coliseum, 1784 Judson Ave, St Paul, MN 55108. Shipments should arrive no earlier than Wednesday, April 22.