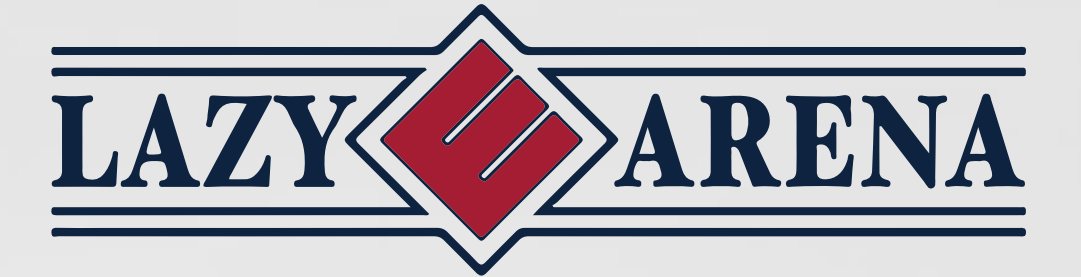


MAY 14 - 18, 2025



THE GATHERING



SPONSORSHIP DECK

WHERE
TRADITION
MEETS COMPETITION



The 2025 Ranch Horse Show will take place from May 14-18 at the renowned Lazy E Arena in Guthrie, Oklahoma. After an exciting debut in 2024, we are thrilled to continue building this event into a premier competition for ranch horse enthusiasts.

This year, the Lazy E Arena offers a unique opportunity for brands to connect with our audience during *The Gathering at the E, proudly presented by Equinety*. Partnering with Stock Horse of Texas, this event is quickly becoming a must-attend competition for the ranch and stock horse community. With its prime location and growing momentum, the Lazy E is set to host an unforgettable showcase of ranch horse talent in 2025.

SPONSORSHIP DECK

[PRESENTING SPONSOR]

SOLD

- ✓ SPONSOR will be recognized as the presenting sponsor of The Gathering at the E, thus referred to as the “The Gathering at the E presented by SPONSOR”.
- ✓ SPONSOR will be designated as an “Official & Exclusive PRODUCT of The Gathering at the E”.
- ✓ SPONSOR will receive a 4-color full page ad in the event program if applicable.
- ✓ SPONSOR will receive logo, written and/or verbal recognition as the presenting sponsor in all event materials (both internal and external), all event administration and post event media.
- ✓ SPONSOR will receive 10'x10' comped vendor space with priority placement.
- ✓ SPONSOR will receive a minimum of six (6) coroplast banners or professional arena wrap in the arena during the event in prominent locations. Banners shall be limited to 4' x 8' in size and will be invoiced to SPONSOR.
- ✓ SPONSOR name or logo will be listed on the event website as an “Official Sponsor” of the Gathering at the E.
- ✓ SPONSOR will receive a minimum of four (4) vinyl or pop-up banner near the trail course, or Reliance Arena, or product placement. Signage is the responsibility of the SPONSOR.
- ✓ SPONSOR will receive a minimum of two (2) P.A. Announcements and/or mentions each performance.
- ✓ SPONSOR representatives to participate in awards presentation & win photos.
- ✓ SPONSOR will receive logo and/or written recognition as the presenting sponsor in all available print advertising, and social media where possible.
- ✓ SPONSOR will receive a minimum of five (5) social media engagements with official handles in a combination of posts and stories. LEA will make every effort to incorporate the SPONSOR hashtags.
- ✓ SPONSOR will receive eight (8) Cantina Suite tickets, two (2) reserved tables and two (2) VIP parking passes for each performance.
- ✓ SPONSOR will receive priority Stall and RV placement, including early arrival.

SPONSOR FEE: \$15,000 CASH PLUS \$10,000 VIK

WHERE
TRADITION
MEETS COMPETITION

THE GATHERING AT THE E

[PLATINUM SPONSOR]

- ✔ SPONSOR will be designated as “Official & Exclusive Sponsor” of The Gathering at the E.
- ✔ SPONSOR will receive a minimum of two (2) PA announcements during each performance.
- ✔ SPONSOR will receive a minimum of four (4) coroplast banners or professional arena wrap in the arena during the event in prominent locations. Banners will be limited to 4' X 8' in size and will be invoiced to SPONSOR.
- ✔ SPONSOR will receive a minimum of two (2) vinyl or pop-up banner near the trail course, or Reliance Arena, or product placement. Signage is the responsibility of the SPONSOR.
- ✔ SPONSOR will receive a 4-color full page color ad in program, when applicable.
- ✔ SPONSOR logo will appear in all event printed material including program (when available).
- ✔ SPONSOR name or logo will be listed on the event website as an “Official Sponsor” of the Gathering at the E.
- ✔ SPONSOR will receive logo, written and/or verbal recognition on all digital, internal & external, pre & post event media.
- ✔ SPONSOR will receive brand recognition on in-house signage/promotion produced by LEA.
- ✔ SPONSOR will receive priority placement in tradeshow.
- ✔ SPONSOR participates in award presentation & photos.
- ✔ SPONSOR will receive a minimum of two (2) social media engagements with official handles in a combination of posts and stories. LEA will make every effort to incorporate the SPONSOR hashtags.
- ✔ SPONSOR will receive four (4) Cantina Suite tickets, one (1) reserved table and one (1) VIP parking passes for each performance.
- ✔ SPONSOR will receive priority Stall and RV placement, including early arrival.

SPONSOR FEE: \$10,000

THE GATHERING AT THE E

WHERE
TRADITION
MEETS COMPETITION

[GOLD SPONSOR]

- ✓ SPONSOR will be designated as “Official Sponsor” of The Gathering at the E.
- ✓ SPONSOR will receive a minimum of two (2) PA announcements during each performance.
- ✓ SPONSOR will receive a minimum of two (2) coroplast banners or professional arena wrap in the arena during the event. Banners will be limited to 4' X 8' in size and will be invoiced to SPONSOR.
- ✓ SPONSOR will receive a 4-color full page color ad in program, when applicable.
- ✓ SPONSOR logo will appear in all event printed material (when available).
- ✓ SPONSOR name or logo will be listed on the event website as an “Official Sponsor” of the Gathering at the E.
- ✓ SPONSOR will receive logo, written and/or verbal recognition on all digital, internal & external, pre & post event media.
- ✓ SPONSOR will receive priority Stall and RV placement, including early arrival.

SPONSOR FEE: \$5,000 CASH PLUS \$2,500 VIK

THE GATHERING AT THE E

WHERE
TRADITION
MEETS COMPETITION

[SILVER SPONSOR]

- ✓ SPONSOR will be designated as “Official Sponsor” of The Gathering at the E.
- ✓ SPONSOR will receive a minimum of one (1) PA announcements during each performance.
- ✓ SPONSOR logo will appear in all event printed material (when available).
- ✓ SPONSOR name or logo will be listed on the event website as an “Official Sponsor” of the Gathering at the E.
- ✓ SPONSOR will receive a minimum of two (2) coroplast banners or professional arena wrap in the arena during the event. Banners will be limited to 4' X 8' in size and will be invoiced to SPONSOR.
- ✓ SPONSOR will receive logo, written and/or verbal recognition on all digital, internal & external, pre & post event media.
- ✓ SPONSOR will receive priority Stall and RV placement, including early arrival.

SPONSOR FEE: \$2,500

THE GATHERING AT THE E

WHERE
TRADITION
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[BRONZE SPONSOR]

- ✓ SPONSOR will be designated as “Official Sponsor” of The Gathering at the E.
- ✓ SPONSOR name or logo will be listed on the event website as an “Official Sponsor” of the Gathering at the E.
- ✓ SPONSOR will receive a minimum of one (1) vinyl banner in the Reliance arena during the event. Banners will be limited to 4' X 8' in size and will be delivered to the arena by the SPONSOR prior to the event.
- ✓ SPONSOR name or logo will be listed on the event website as an “Official Sponsor” of The Gathering at the E.
- ✓ SPONSOR will receive priority Stall and RV placement, including early arrival.

SPONSOR FEE: \$1,000

THE GATHERING AT THE E

WHERE
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DESIGNATED CLASS AWARD SPONSOR

- ✓ SPONSOR will be listed as an “Official Award Sponsor” of The Gathering at the E.
- ✓ SPONSOR name or logo will be listed on the event website as an “Official Sponsor” of the Gathering at the E.
- ✓ SPONSOR will be announced during the Award Presentation.

BUCKLE SPONSOR: \$500
SPURS SPONSOR: \$750

THE GATHERING AT THE E

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THANK YOU.

FOR MORE INFORMATION PLEASE CONTACT

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 LAZYE.COM

STAY SOCIAL!

