

LITTLEWOOD FARM
A/K/A BURTONS AND SONS, INC.

July 04,2007

Thank you for your interest in Littlewood Farm's sponsorship and advertising opportunities for the 2007-2008 show season. Here is some general information on our business as well as our dates for the 2007-2008 show season in Wellington Florida.

Please feel free to contact Julie Burton at 561-239-5271 with any questions or for further information on our many levels of advertising and sponsorship. We are always willing to work with you and your company to customize a sponsorship package that works best for your needs.

Sincerely,

**Julie Burton
sponsorship coordinator
561-239-5271
julieburton4@aol.com**

LITTLEWOOD FARM

A/K/A BURTONS AND SONS, INC.

WHY SPONSOR EQUESTRIAN EVENT?

The equestrian sport is unique in its beauty, grace and is engaging, high profile and fast paced. The horse and rider combination provides emotion and excitement that no other sport offers due to the dual effort of the pair. Women and men are on an equal playing field. The horse provides the power, grace and beauty, and the rider provides the guidance, control and the split decision required of the pair.

The sport reaches an affluent, upwardly mobile market. Equestrians are loyal to products and support the businesses that support the equestrian interests.

The equestrian audience is the rider, owner, trainer, coach, groom and spectator. Equestrian Sports Participant Demographics (Source USA Equestrian Federation) profile of 70,000 members and onsite audiences. The industry statistics indicate that females are in the majority (85%) of the USAE participants. The average age is 39 years. 40% report an income in excess of \$150,000 per year. 80% have a minimum four-year college degree. The average home value is over \$400,000. 81% own their primary residence outright. 15% own a second home. 43% travel on airlines more than 16 times per year. 97% have one or more credit cards. 55% of the automobiles owned were purchased within the last year. The average number of equestrian events that the individual participates in each year is 14. The average number of horses owned is 5. USEF reports that the consumer expenditure by the USEF membership each year is in excess of \$2 billion.

The sport has had rapid momentum over the past decade and is becoming even more popular as a spectator sport. Show jumping spans history, speaks all languages and transcends age and gender with a contagious spirit. It is a very family oriented sport. Many blue chip and Fortune 500 companies currently sponsor equestrian events.

GENERAL UNITED STATES EQUESTRIAN POPULATION DEMOGRAPHICS:

The number of people over the age of 12 who ride a horse at least once a year is 27,000,000

The number of people over the age of 12 who ride a horse on a regular basis is 14,580,000

The number of horses owned in the United States is 6,900,000

Total attendance at sanctioned horse related events is 88,000,000

There are 2,200,000 horse owners in the United States

The ratio of horse owners whose annual income exceeds \$100,000 to non-horse owners who also earn more than \$100,000 per year is 4 to 1

The ratio of equestrian sports enthusiasts who own other pets (primarily dogs and cats) to the general United States population is 3 to 1

Over 60% of equestrian sports enthusiast regularly purchase goods and apparel through mail order catalogues

Equestrian events are where the world's top riders, horse enthusiasts, spectators and celebrities all gather for top competition and entertainment.

The communication of sponsors messages to this demographic group will result in direct and indirect financial benefits. As an equestrian sponsor you gain many personal contacts with customers, investors and business associates. You increase revenue through promotions and advertising.

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BACKGROUND

Littlewood Farm Horse Shows produces over twenty hunter and jumper shows a year. Our 2008 show season will begin with a winter circuit in Florida, the winter headquarters for many of the country's top hunter & jumper exhibitors. This years circuit will begin on Dec. 28, 2007 and will be concluded on April 27, 2008.

Prize lists that are mailed to over 5,000 exhibitors will be printed in early October and will be mailed in October. This year the prize list will be 8 1/2x 11 and will contain information on all shows with each show's schedule and general information. The prize lists and schedules are of everyday use to the exhibitors and officials and as such are extremely well read and used.

As a sponsor of equestrian events we know that you are aware of the potential exposure to a large group of upward, mobile young executives of the upper income levels. We also know that you are aware of the loyalty to sponsors of equestrian events by the equestrians. This is a special opportunity for you to be the "Title Sponsor" of all five circuit shows and receive many benefits for the same fee that some shows charge for just being the title sponsor of one class at one show.

We are looking for that one special title sponsor to grow with our circuit by achieving greater recognition without the flood of many sponsors that some shows now have. Of course we will be offering a limited number of smaller sponsorships but they will never overshadow the title sponsor.

We'd be happy to meet with you and discuss your needs and the many benefits you'll receive if you are interested in being the title sponsor or one of the other limited sponsors.

Contact Julie Burtron at 561-239-5271 or email at julieburton4@aol.com to set up a meeting to discuss which sponsorship opportunity would best suit your company's needs.

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ADVERTISING AND BANNER PACKAGES

FOR THE SUM OF \$2,000.00

**FULL PAGE COLOR AD IN WINTER AND SPRING PRIZE LISTS
BANNER SPACE ON LITTLEWOOD SHOW GROUNDS FOR
THE 2006 SEASON. (YOU MUST PROVIDE BANNERS)**

FOR THE SUM OF \$1500.00

**FULL PAGE BLACK AND WHITE AD IN THE WINTER AND
SPRING PRIZE LISTS.
BANNER SPACE ON THE LITTLEWOOD SHOW GROUNDS
FOR THE 2006 SEASON.(YOU MUST PROVIDE BANNERS)**

FOR THE SUM OF \$1250.00

**1/2 PAGE BLACK AND WHITE AD IN THE WINTER AND
SPRING PRIZE LISTS.
BANNER SPACE ON THE LITTLEWOOD SHOW GROUNDS
FOR THE 2006 SEASON.(YOU MUST PROVIDE BANNERS)**

FOR THE SUM OF \$1000.00

**1/4 PAGE BLACK AND WHITE AD IN THE WINTER AND
SPRING PRIZE LISTS.
BANNER SPACE ON THE LITTLEWOOD SHOW GROUNDS
FOR THE 2006 SEASON.(YOU MUST PROVIDE BANNERS)**

LITTLEWOOD FARM
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**ADVERTISING, BANNER AND JUMP PACKAGES
2007-2008 SEASON**

FOR THE SUM OF \$4,000.00

**FULL PAGE COLOR AD IN WINTER AND SPRING PRIZE LISTS
BANNER SPACE ON LITTLEWOOD SHOW GROUNDS FOR
THE 2008 SEASON. (YOU MUST PROVIDE BANNERS)
JUMP IN THE JUMPER RING FOR THE 2008 SEASON.
*add \$1000 to include the fall circuit**

FOR THE SUM OF \$3,500.00

**FULL PAGE BLACK AND WHITE AD IN THE WINTER AND
SPRING PRIZE LISTS.
BANNER SPACE ON THE LITTLEWOOD SHOW GROUNDS
FOR THE 2008 SEASON.(YOU MUST PROVIDE BANNERS)
JUMP IN THE JUMPER RING FOR THE 2008 SEASON.
*add \$1000 to include the fall circuit**

FOR THE SUM OF \$3,250.00

**1/2 PAGE BLACK AND WHITE AD IN THE WINTER AND
SPRING PRIZE LISTS.
BANNER SPACE ON THE LITTLEWOOD SHOW GROUNDS
FOR THE 2008 SEASON.(YOU MUST PROVIDE BANNERS)
JUMP IN THE JUMPER RING FOR THE 2008 SEASON.
add \$500 to include the fall circuit**

FOR THE SUM OF \$3,000.00

**1/4 PAGE BLACK AND WHITE AD IN THE WINTER AND
SPRING PRIZE LISTS.
BANNER SPACE ON THE LITTLEWOOD SHOW GROUNDS
FOR THE 2008 SEASON.(YOU MUST PROVIDE BANNERS)
JUMP IN THE JUMPER RING FOR THE 2008 SEASON.
add \$500 to include the fall circuit**

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The 2007-2008 Circuit Prize List Advertising rates:

BLACK AND WHITE ADVERTISEMENTS

FALL, WINTER OR SPRING

1 page	\$650
1/2 page	\$500
1/3 page	\$400
1/4 page	\$350
1/8 page	\$200

WINTER AND SPRING

\$1100
\$ 900
\$ 700
\$ 600
\$ 350

FALL, WINTER AND SPRING

1 PAGE	\$1500
1/2 page	\$1300
1/3 page	\$1100
1/4 page	\$ 750
1/8 page	\$500

COLOR ADVERTISEMENTS

SPRING

1 page	\$850
1/2 page	\$700
1/3 page	\$600
1/4 page	\$550
1/8 page	\$400

WINTER AND SPRING

\$1500
\$1200
\$ 1000
\$ 800
\$ 600

FALL, WINTER AND SPRING

1 page	\$2000
1/2 page	\$1700
1/3 page	\$1500
1/4 page	\$1300
1/8 page	\$1100

FULL COLOR INSIDE COVERS

FRONT INSIDE COVER

Fall cover full color	\$1100
Winter and Spring	\$1950
Fall, Winter and Spring	\$2500

BACK INSIDE COVER

Fall cover full color	\$ 1000
Winter and Spring	\$ 1750
Fall, Winter and Spring	\$ 2250

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MECHANICAL REQUIREMENTS

Advertisement size	width x height
Full Page	7 by 10
Half Page vertical	3 1/2 by 10
Half Page horizontal	7 by 4 7/8
Third Page vertical	2 by 10
Third Page horizontal	7 by 3
Quarter page	3 1/2 by 4 7/8
Eighth page business card size	3 1/2 by 2

e-mail to art@myprintshop.com

PRINTER CAN ACCEPT

EPS Files fonts to art- pdf files -quark files-express page maker files w/
collected arts & font Screen: 150

Single piece of camera ready copy with all elements and halftones in
position. We accept negative or velox.

closing date for fall August 15,2007
closing date for winter October 1, 2007
closing date for spring January 15, 2007

Advertisers to supply all camera ready art and copy. All copy is subject to
approval of publishers.

Positioned advertisements are accepted as requested but cannot be
guaranteed. In the event of non-receipt of copy, the publisher will supply
same to the best of its' ability.

Please Contact:

**Julie Burton sponsorship coordinator 561-239-5271, office 561-
798-2977**

LITTLEWOOD FARM

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Individual Show Sponsorships

Individual Show Sponsors will receive:

Show to be named after your company or product such as -"The **YOUR NAME** **HERE** A-T Children's Project Benefit Show"

One full page color ad in the circuit prize list for 2008

Jump in the jumper ring for the entire season to be used at the course designers option.

Internet link banner on our web site

Public address announcements during all shows identifying you as the **Individual Show Sponsors.**

Use of the Littlewood Farm logo and name in any advertising or promotions you wish to do.

A free ringside banners with your name and logo identifying you as the **Individual Show Sponsors.(you provide banners)**

Display or use of your products during all show times during your show.

Award presentation by your company officers or representatives.

A FEATURE EVENT IN YOUR NAME DURING YOUR SHOW. This can be a Hunter Classic or a Jumper Prix depending upon the show schedule and other class sponsors during your show.

2007-2008 Individual show sponsor rates:		
CHRISTMAS SHOW I	DEC 28-30,2007	\$15,000.00
CHRISTMAS SHOW	DEC 31- JAN 1, 2008	\$15,000.00
NEW YEAR'S SHOW-	JAN 2 - JAN. 6, 2008	\$15,000.00
A-T CHILDREN'S PROJECT BENEFIT SHOW-	JAN. 9-13, 2008	\$25,000.00
MID CIRCUIT SHOW-	JAN. 16-20 , 2008	\$25,000.00
PRE-FESTIVAL SHOW -	JAN. 23-27, 2008	\$25,000.00
JUMPER SHOW -	FEB 1-3, 2008	\$10,000.00
FINALE SHOW -	FEB. 6-10, 2008	\$20,000.00

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SPONSORSHIP AGREEMENT

FOR THE SUM OF \$150,000.00 IT IS AGREED THAT ZADA ENTERPRISES WILL BE THE OFFICIAL WINTER CIRCUIT SPONSOR AND HAVE A \$50,000.00 GRAND PRIX CONDUCTED IN THEIR NAME

Official Winter Circuit Title Sponsor will receive

Sponsor's Name on cover of Prize List identifying you as Title Sponsor
Inside front cover full page color ad in the circuit prize list for year 2007-2008
Ad space in all our prize lists throughout the entire year of 2007-2008
Your Name as Title Sponsor at all entrances to the show grounds: example "YOUR COMPANY NAME" Winter Circuit.....produced by Wellington Equestrian Partners and Littlewood Farm
Internet link banner on our web site Title spot on internet link
Public address announcements during all shows identifying you as the Official Winter Circuit Title Sponsor.
Use of the Littlewood Farm logo and name in any advertising or promotions you wish to do.
Ringside banners at all rings on paddock booths with your name and logo identifying you as the Official Winter Circuit Title Sponsor.
Your name and/or logo on all exhibitor back numbers.
Your company name on ribbons and all awards for the Winter Circuit
Winter circuit champion and reserve awards will have your company name and logo on them.
Award presentation by your company officers or representatives.
Golf cart with your company name on it for the whole season.
4 stalls on the show grounds for the winter circuit
Having the a major Grand Prix of the circuit conducted in your name.
Such as the **"YOUR COMPANY NAME \$50,000.00 GRAND PRIX"**
As the 2008 **Official Winter Circuit Title Sponsor** you will have the first right of refusal to be the 2009 Official Winter Circuit Sponsor and this right will continue each year giving your company extreme importance and name recognition to all equestrian enthusiasts.

Thank you for your past and continued support

We look forward to working with you this circuit

Julie Burton
Littlewood Farm/WEP partnership

ACCEPTED

X

DATE

X

LITTLEWOOD FARM
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SPONSORSHIP AGREEMENT

FOR THE SUM OF \$15,000.00 IT IS AGREED THAT “YOUR COMPANY ” WILL BE THE OFFICIAL SPONSOR OF THE FOLLOWING EVENTS:

\$25,000.00 “YOUR COMPANY” GRAND PRIX

The \$25,000.00 Grand Prix
to be held during the **AT Benefit, Mid Circuit or Pre Festival Jan, 2008** date to be determined by sponsor

IN CONSIDERATION OF THIS SPONSORSHIP YOU WILL RECEIVE:

Jump with your company name on it for the whole season
One page color ad in the circuit prize lists (Winter) for 2008
Public address announcements during all winter circuit shows
identifying you as the **Event Sponsor**.

Use of the Littlewood Farm logo and name in any advertising or promotions you wish to do.

Ringside banner space for the 6 month season with your name and logo identifying you as the **Event Sponsor**.(you must provide banners)

Award presentation by your company officers or representatives.

Tent space to host a reception starting at noon the day of the Grand Prix event.

Internet link on our Littlewood web site.

Space to display your product the week of your event.

Thank You for your past and continuing support.

Sincerely,

Littlewood Farm
Julie Burton

Accepted by

_____ date_____

LITTLEWOOD FARM
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SPONSORSHIP AGREEMENT

FOR THE SUM OF **\$30,000.00** IT IS AGREED THAT **“your company name”** WILL BE **THE OFFICIAL SPONSOR** OF THE FOLLOWING EVENTS:

TWO \$25,000.00 GRAND PRIX'S

The \$25,000.00 “YOUR COMPANY” Grand Prix

one to be held during Winter 2008 and one to be held during the Spring Circuit 2008 date to be determined at time of contract.

IN CONSIDERATION OF THIS SPONSORSHIP YOU WILL RECEIVE:

Jump with your company name on it for the whole season
One page color ad in the circuit prize lists (Winter and Spring) for 2007

Public address announcements during all winter & spring circuit shows identifying you as the **Event Sponsor**.

Use of the Littlewood Farm logo and name in any advertising or promotions you wish to do.

Ringside banner space for your name and logo identifying you as the **Event Sponsor.(you must provide banners)**

Award presentation by your company officers or representatives.

Tent space to host a reception starting at noon the day of the Grand Prix event.

Internet link on our Littlewood web site.

Space to display your product the week of your event.

Thank You for your past and continuing support.

Sincerely,

LITTLEWOOD FARM
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Littlewood Farm
Julie Burton

Accepted by

_____ date _____

LITTLEWOOD FARM
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SPONSORSHIP AGREEMENT

FOR THE SUM OF **\$30,000.00** IT IS AGREED THAT “**your company name**” WILL BE **THE OFFICIAL SPONSOR** OF THE FOLLOWING EVENT:

The \$50,000.00 Grand Prix

IN CONSIDERATION OF THIS SPONSORSHIP YOU WILL RECEIVE:

Jump with your company name on it for the whole season
One page color ad in the circuit prize lists (Fall,Winter and Spring)
for 2007-2008

Public address announcements during all fall, winter & spring circuit shows identifying you as the **Event Sponsor**.

Use of the Littlewood Farm logo and name in any advertising or promotions you wish to do.

Ringside banner space for all 6 months with your name and logo identifying you as the **Event Sponsor.(you must provide banners)**

Award presentation by your company officers or representatives.

Tent space to host a reception starting at noon the day of the Grand Prix event.

Internet link on our Littlewood web site.

Space to display your product during the circuit with your event.

Thank You for your interest.

Sincerely,

Littlewood Farm
Julie Burton

Accepted by

X_____ date_____

LITTLEWOOD FARM

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SPONSORSHIP AGREEMENT

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Sponsor's Name on cover of Prize List identifying you as Title Sponsor
Inside front cover full page color ad in the circuit prize list for year 2007-2008
Ad space in all our prize lists throughout the entire year of 2007-2008
Your Name as Title Sponsor at all entrances to the show grounds: example "YOUR COMPANY NAME" Winter Circuit.....produced by Wellington Equestrian Partners and Littlewood Farm
Internet link banner on our web site Title spot on internet link
Public address announcements during all shows identifying you as the Official Winter Circuit Title Sponsor.
Use of the Littlewood Farm logo and name in any advertising or promotions you wish to do.
Ringside banners at all rings on paddock booths with your name and logo identifying you as the Official Winter Circuit Title Sponsor.
Your name and/or logo on all exhibitor back numbers.
Your company name on ribbons and all awards for the Winter Circuit
Winter circuit champion and reserve awards will have your company name and logo on them.
Award presentation by your company officers or representatives.
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4 stalls on the show grounds for the winter circuit
Having the a major Grand Prix of the circuit conducted in your name.
Such as the **"YOUR COMPANY NAME \$50,000.00 GRAND PRIX"**
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Thank you for your past and continued support

We look forward to working with you this circuit

Julie Burton
Littlewood Farm/WEP partnership

ACCEPTED

X

DATE

X

21755 EL BOSQUE WAY, BOCA RATON, FL 33428
561-482-8700