

Dear Fellow Equestrians:

The 2010 horse show season is galloping close and we look forward to seeing you in the show ring. As the Bonnie Blue and ASHAV dates quickly approach, we would like to update you on an exciting advertising opportunity. All riders and their mounts have the chance to show off their favorite pictures of their blue ribbon rides, honor a friend, horse and/or trainer, advertise a stable, or market a stud or horse for sale; businesses have the same opportunity.

A slide show will be shown during the exhibitor's parties and projected on the mezzanine, each evening of the Bonnie Blue and ASHAV horse shows. Hopefully you have seen the creative ads that have taken place during ASHAV, the last two years. This year we have 2nd opportunity to advertise at a 2nd horse shown (Bonnie Blue), for THE SAME PRICE as advertising at one show. If you would like to participate, please read the following specifics:

2010 FUNDRAISING SLIDESHOW SPECIFICS:

- **\$500 for a custom barn advertisement** = a barn may advertise their riders, horses and "barn family" – the stable will have an introduction page, listing trainers, instructors, caretakers, etc. – each rider or horse may have their own slide with any pictures or sentiments they would like to share – we ask that there be no more than three pictures dedicated to one slide, there is no limit on the amount of slides that a barn may have. For sale or stud fees can be advertised as well. Be creative!

OR

- **\$50 a slide** = an individual may advertise on their own and their stable's logo can be placed on the slide or a slide can be dedicated to someone or something (i.e. business, in memory or in honor of a four-legged or two-legged companion) – once again, we ask that there be no more than three pictures dedicated to a slide
- **Stud fees and horses for sale can also be advertised**
- **Short video clips can also be shown**
- **A list of advertisers will be provided to spectators, during the slide show presentation - advertising barns, businesses or individual's contact information will be listed for anyone interested in riding, a stud, horse for sale, or product**

Digital/scanned-in photos or digital video files should be emailed to Heather Dudley: htobey@vt.edu – 2155 Stone Mill Dr., Salem, VA 24153

Picture information: the larger the size of the picture file, the better - jpeg or gif files are preferred - hard copies of photos should be mailed to Heather Dudley (all mailed photos will be returned as long as a forwarding address is included)

- **Video information:** WMV (windows media format) or divx or xvid video format is preferred – contact Heather for more video file information

DEADLINES:

- To participate in the *Bonnie Blue National advertising slideshow* all pictures, video and information must be to Heather Dudley by **April 28th**.
- To participate in the *ASHAV Horse Show advertising slideshow* or *to make any changes/additions to the advertising slideshow shown at Bonnie Blue National* and *to be shown again at the ASHAV horse show*, all pictures, video and information must be to Heather Dudley by **September 15th**

For more information or questions please contact:

Lee Hudson btftoo@verizon.net - Carol Reedy walktrot@cox.net
Pictures and slideshow information to Heather Dudley, htobey@vt.edu

If you would like to assist in supporting the ASHAV horse show by participating in the 2010 Slide show please contact Heather Dudley, Lee Hudson or Carol Reedy as soon as possible. Production is underway.

Looking forward to seeing you!

Heather T. Dudley

