



Media Partnership Agreement

Press Contact: Press Link/Diana De Rosa, 516-848-4867, dderosa1@optonline.net

- Yes, please sign me up as a Media Partner of the 2010 Washington International Horse Show!
- I have some questions. Please contact me.

I would like the following benefits (please check):

- Magazine Distribution (up to 500) at Verizon Center, Washington, D.C.
- Announcement of Media Partnership and link to your website on Facebook and Twitter (we'd love you to do same!). WIHS Facebook page (facebook.com/horseshow) has 3,700+ active fans. Any time you run WIHS stories, photos or promotions, let us know and we'll alert our fans!
- Logo included on Media Partner page in the 2010 WIHS Official Souvenir Program
- Logo included on Media Partner page on WIHS website, wihs.org
- Logo included on Verizon Center Jumbotron; minimum of 1x per day, Thurs, Fri, Sat, Sun
- Online ad on wihs.org (300x90 pixel ad to be supplied by publication) from time of agreement through 12/31/10
- Designation as Media Partner: use of WIHS logo on your website or in your publication
- Welcome and link to your website in WIHS eNewsletter, issue closest to when you sign up
- Support and promotion for any WIHS contest or sweepstakes you host, including tickets and/or product

In exchange for these benefits, I agree to provide WIHS the following:

- One or more full-page 4/C ads in issue(s) closest to and in advance of show
 - Online advertising presence on your website(s) from date of agreement through 12/31/10, with option to vary ads (WIHS to supply ads)
 - Inclusion in your email newsletter, if available, with link to wihs.org
 - Inclusion of online WIHS Media Partner button (supplied by WIHS) with link to WIHS.org
 - Mention or welcome of WIHS as your Media Partner in your publication
- I would like to build a more extensive media partnership with additional benefits. Please contact me.
- I am interested in advance articles with photographs, cover photographs, video clips, etc., at no charge
- I plan to attend the show, please contact me for media credentials.

Washington International Horse Show
3299 K Street NW, Suite 600 - Washington, DC 20007
202-525-3679

NAME: _____

SIGNATURE: _____ DATE: _____

PUBLICATION: _____ Website _____

CONTACT: _____

TEL: _____ EMAIL: _____

>> We will contact you with details about magazine distribution and deadlines upon receipt of Media Partnership form. If you have any questions, please contact Diana DeRosa, dderosa1@optonline.net or call 516-848-4867.