

IT'S TAILGATE PARTY TIME!



SPONSORSHIP OPPORTUNITIES
FOR THE
2010 WORLD AG EXPO





To: The High Ground of Texas Members & Friends
From: Lorie Vincent, CED, Executive Director
Date: January 4, 2010

We are, once again, respectfully asking for communities and organizations targeting and supporting the agricultural industry to help us underwrite our highly visible events at the 2010 World Ag Expo.

THESE ARE PRIVATE EVENTS. One can only gain admittance into the **World Ag Expo Texas Tailgate Party** with an Official Sponsor Pass or a VIP Pass.

Your support throughout the years has allowed us to identify business opportunities, network with potential clients and promote the High Ground region to numerous agri-businesses. Our collaborative efforts have resulted in positive economic growth and commerce throughout the High Ground.

For your convenience, you now have several options on how to register as a High Ground of Texas Tailgate Sponsor. You can...

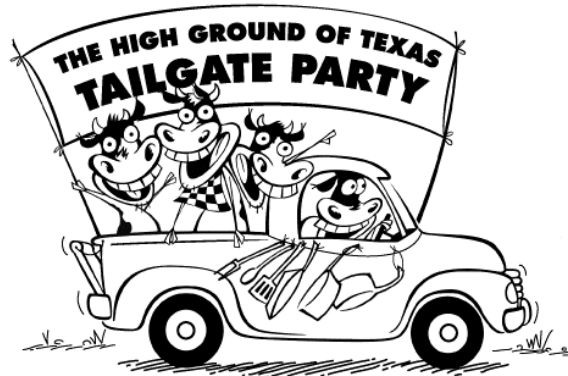
- 1) go to www.regonline.com/2010WAEsponsorships and pay by credit card;
- 2) go to www.regonline.com/2010WAEsponsorships and print out an invoice;
- 3) complete the attached form and fax to 806.366.7511 and I will invoice you; or
- 4) complete the attached form and mail to P.O. Box 716, Stratford, TX 79084 with payment or an invoice request.

The Tailgate Party will be held on Wednesday afternoon, February 10, 2010, at the World Ag Expo VIP Tent. In addition to our Famous Tailgate Party, we are also, once again, hosting our Tuesday late afternoon "Ribs & Tunes Sponsor Appreciation Party" at the High Ground Hospitality RV. Stop by from some ribs and music by the Texas Crossroads Band while you are waiting for the parking lot to clear out! Just look for the High Ground Blimp! That event will be held on Tuesday, February 9th. The show runs through Thursday afternoon, February 11th.

High Ground of Texas Tailgate Sponsors will also receive complimentary gate passes for the show for you to use or to pass onto your clients & guests.

We look forward to your participation! And we THANK YOU for your continued support of the High Ground of Texas and of the recruitment and expansion of the Agriculture Industry. It is shaping up to be ANOTHER fantastic and highly effective High Ground of Texas Marketing Event. We hope you will join us!

2010 HIGH GROUND OF TEXAS WORLD AG EXPO TAILGATE PARTY SPONSORSHIP PACKAGES



2010 WORLD AG EXPO SPONSORSHIPS:

2010 World Ag Expo Major Sponsorship \$2,000. Includes Major Sponsorship at the 2010 World Ag Expo Tailgate Party. Limited to 10 sponsors (based upon availability...long-time World Ag Expo Major Sponsors receive first priority). Extra signage included. See benefits listed below.

2010 World Ag Expo Beverage Sponsorship \$1,000. Includes Beverage Sponsorship at the 2010 World Ag Expo Tailgate Party. Limited to 1 sponsor (based upon availability...2009 World Ag Expo Beverage Sponsor receives first priority). Extra signage included. See benefits listed below.

2010 World Ag Expo Food Sponsorship \$1,000. Includes Food Sponsorship at the 2010 World Ag Expo Tailgate Party. Limited to 1 sponsor (based upon availability...2009 World Ag Expo Food Sponsor receives first priority). Extra signage included. See benefits listed below.

2010 World Ag Expo Band Sponsorship \$1,000. Includes Band Sponsorship at the 2010 World Ag Expo Tailgate Party. Limited to 1 sponsor (based upon availability...2009 World Ag Expo Band Sponsor receives first priority). Extra signage included. See benefits listed below.

2010 World Ag Expo Regional Partner Sponsorship \$250 for previous sponsors/\$300 for new sponsors. Includes Regional Partner Sponsorship at the 2010 World Ag Expo Tailgate Party. See benefits listed below.

THE HIGH GROUND OF TEXAS TAILGATE PARTIES SPONSORSHIP BENEFITS

Your benefits as a MAJOR SPONSOR for the 2010 World Ag Expo include:

- A Large Banner with your logo displayed at the event;
- Listing on additional signage & banners as Major Sponsor for the event;
- Ten VIP Sponsorship Passes into the Tailgate Party Event (private party);
- Inclusion in all media releases (pre-event & post event);
- Logo and contact information included in Sponsorship Booklets; and
- Complimentary Hot Link & Logo listing on High Ground of Texas website for 2010 Program Year. (www.highground.org) (\$900 value)

Your benefits as a Regional Partner for the 2010 World Ag Expo include:

- Listing on signage & banners as a Regional Partner for the event;
- Two VIP Sponsorship Passes into the Tailgate Party Event;
- Inclusion in all media releases (pre-event & post event);
- Contact information included in Sponsorship Booklets; and
- Complimentary Listing on High Ground of Texas website for 2010 Program Year. (www.highground.org)

Deadline for sponsorships for the World Ag Expo only is Wednesday, January 27, 2010 (or when the 75 slots are filled).

Lorie Vincent, CED, Executive Director
The High Ground of Texas
P.O. Box 716
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Stratford, Texas 79084

www.highground.org
higround@xit.net
806.366.7510 office
806.366.7511 fax
806.683.2553 mobile

You can now register online for High Ground of Texas Tailgate Party Sponsorships at
www.regonline.com/2010WAEsponsorships



THE HIGH GROUND OF TEXAS TAILGATE PARTY

2010 World Ag Expo February 9-11, 2010

You may also register at <https://www.regonline.com/2010WAEsponsorships>

Yes! We would like to be a sponsor for the upcoming 2010 World Ag Expo Tailgate Party in partnership with the High Ground of Texas. Our desired level of sponsorship is indicated below:

2010 World Ag Expo

- \$2,000 Major Sponsorship (limited to 10)
- \$2,000 ~~Hospitality RV Sponsor~~ (SOLD!)
- \$1,000 ~~Beverage Sponsor (limited to 1)~~ (SOLD!)
- \$1,000 Food Sponsor (limited to 1)
- \$1,000 Band Sponsor (limited to 1)
- \$ 300 New Regional Partner
- \$ 250 Returning Regional Partner

Organization Name _____

Contact Person _____

Address _____

City, State, Zip _____ Email _____

Phone _____ Fax _____

Website Address _____

Deadline to be included is Friday, January 27, 2010.

- Please send an invoice Check is in the mail.

A confirmation letter will be sent to you upon receipt of this commitment form. Please fax this form to: 806-366-7511 or email to higround@xit.net. Payment can be made to the High Ground office at P.O. Box 716, Stratford, TX 79084. All logos must be received by Wednesday, January 27, 2010. Please call (806) 366-7510 or (806) 683-2553 with questions! Thank you for your continued support! Our High Ground Marketing Initiatives are successful thanks to you!

