



2017 SCHEDULE OF EVENTS: What's Happening for you!
2017 SHOW DATES ARE APRIL 27, 28 & 29 GATES OPEN AT 4:30 PM
AND SHOW STARTS AT 6:00 PM
Riding In Support of Local Charities & Our Community
Frank Brown Park, Panama City Beach, FL
COME JOIN US FOR THE FUN!

Monday, April 24

Noon- Triple J's, 2218 Thomas Drive, PCB, FL Tel 850-233-9514 Great Steaks!
7:00 PM Dinner at Firefly's, 535 Richard Jackson Blvd., PCB, FL Tel 850-249-3359
OR Uncle Ernie's Bayfront Grill, 1151 Bayview Ave., Panama City, FL Tel 850-763-8427

Tuesday, April 25

Noon- Boon Docks Restaurant, 14854 Bay View Circle, PCB, FL Tel 850-230-0005
OR Hunt's Oyster Bar, 1150 Beck Ave., Panama City, FL Tel 850-763-9645
7:00 PM Dinner at Captain Anderson's, 5551 N. Lagoon Drive, PCB, FL Tel 850-234-2225
OR Café Thirty-A, 3899 E. Co. Hwy 30A, Santa Rosa Beach, FL Tel 850-231-2166

Wednesday, April 26

Noon- Sonny's Bar-B-Que, 11341 Panama City Beach Parkway, PCB, FL Tel 850-230-9138, Enjoy great Southern Style Barbeque.
6:30 PM Owners, Trainers, Exhibitors & Sponsors Party- Everyone invited to the Bay Home of Tommy & Sister Milligan, 3007 Bear Point Drive, Panama City Beach, FL—(take Thomas Drive to Magnolia Beach Rd., take a left at Bear Point Dr., and continue to White Fence) free hors d' oeuvres & soft drinks (cash bar). "Jeff On Sax" band.
OR Dinner at Saltwater Grill, 11040 Hutchison Blvd., PCB, FL Tel 850-230-2739. Enjoy the Piano Bar! (After the party)

Thursday, April 27

8:00-9:00 AM Complimentary coffee and donuts on the grounds for Owners, Trainers & Exhibitors sponsored by Mike Thomas Jr.- Thomas' Donuts & Snack Shop
8:30-11:00 AM Music on the show grounds by Royce Reagan & Original Artists. Enjoy your morning workout.
Noon- Join us at Schooners "The Last Local Beach Club".
5121 Gulf Drive, PCB, FL Tel 850-235-3555 (1 block off Thomas Drive Beach Side)
4:30 PM Horse Show & Festival, Gates Open at Frank Brown Park, great merchandise vendors and food concessions throughout the Show
4:30 PM "Dickey Merritt & the Original Bama Jam", begins to play.
6:00 PM Horse Show starts
After Show "Dickey Merritt & the Original Bama Jam" will play immediately after the Horse Show.

Friday, April 28

- 8:00 -9:00 AM Complimentary coffee and donuts on the grounds for Owners, Trainers & Exhibitors compliments of Mike's Donuts & Snack Shop.
- 8:30-11:00 AM Music on the show grounds by Royce Reagan & Original Artists. Enjoy your morning workout.
- Noon- Join us at Harpoon Harry's, 12627 Front Beach Road, PCB, FL Tel 850-234-6060.
- 4:30 PM Horse Show & Festival Gates Open, great merchandise vendors and food concessions.
- 4:30 PM "Dickey Merritt & the Original Bama Jam", begins to play.
- 6:00 PM Horse Show starts
- After Show "Dickey Merritt & the Original Bama Jam", will play immediately after the Horse Show.

Saturday, April 29

- 8:30-9:30 AM Complimentary coffee and donuts for Owners, Trainers & Exhibitors on the grounds , Frank Brown Park, compliments of Mike's Donuts & Snack Shop & Complimentary Brunch for Owners, Trainers and Exhibitors on the grounds, Frank Brown Park, at or near the Registration tent, sponsored by Po Folks/Vittles Company Catering.
- 8:30-11:00 AM Music on the show grounds by Royce Reagan & Original Artists. Enjoy your morning workout.
- Noon- J. Michael's Restaurant, 3210 Thomas Drive, PCB, FL, Tel 850-233-2055. Thank J Michael for his Support!
- 4:30 PM Horse Show & Festival Gates Open, great merchandise vendors and food concessions.
- 4:30 PM "Dickey Merritt & the Original Bama Jam", begins to play.
- 6:00 PM Horse Show starts
- After Show "Dickey Merritt & the Original Bama Jam", will play immediately after the Horse Show. Wrapping it up with style!

Photographer will be under the big tent each day of the event,

Stop by and get your victory pass photos & action shots.

FOR INFORMATION ON RESERVED TABLES AND BOX SEATS CALL (850) 914-9030. THERE ARE A FEW LEFT.

WE THANK AND SUPPORT ALL OF OUR SPONSORS, THEY MAKE IT ALL POSSIBLE!!

gulfcoasthorseshow@gmail.com

SPECIAL THANKS TO ALL OUR SPONSORS AND TO OUR LOCAL MEDIA STATIONS

Gulf Coast Charity Horse Show and Music Festival
April 27TH – 29TH, 2017, Panama City Beach, Bay County, Florida
Sponsorship Opportunities

SEE OTHER SIDE



PLEASE NOTE ALL SPONSORSHIP ADVERTISEMENT SUBJECT TO PRINTING DEADLINES AND SPACE.

Class Sponsor - \$1,000 CASH plus ("Comp rooms", meals, amenities, other in-kinds, etc.)

- A Sponsor's name, phone number, address (info as space is available) on national advertising, on Show Bill flyers (20,000+ to be disseminated at other horse shows and venues throughout the Southeast).
- B Name, phone number, address of local businesses on "AROUND TOWN" publication at show.
- C Advertising in two National Horse Show Industry publications (Walking Horse Report – 15,900 circulation weekly)
- D Name in full page ad in The News Herald
- E Name recognized by Emcee as class sponsor the night of the class event
- F 4 complimentary Sponsor General Admission tickets and 4 Reserved Paddock Club seats at a table for All 3 Nights, Food not included, and a VIP Parking Pass

Emerald Ribbon and Trophy Sponsor - \$1,000 CASH

*A, C, D, and F above and name recognized by Emcee as Emerald Ribbon & Trophy sponsor during 4 classes of the shows

Championship Sponsor - \$1,500 CASH (5 available)

*All of the above ADVERTISING (A – E) opportunities (these are the most prestigious classes as a Class Sponsor)

*Picture taken with Winner of Championship Class at presentation of trophy if desired.

Premier Sponsor - \$2,500 CASH

- All of the above ADVERTISING (A – E) as in Class Sponsor, membership in the Paddock Club for all shows each of the 3 days
- RESERVED Row B (2nd row), complimentary table each night for 8 in the Paddock Club, includes 8 complimentary food tickets (2 nights) and Sponsor General Admission tickets per night and entertainment
- 1 complimentary VIP Parking Pass and 1 complimentary Reserved Barn Parking Pass and Parking Space
- 2 invitations to the exclusive Owner/Trainer/Exhibitor (O/T/E) Party (upon request) at home of Sister and Tommy Milligan Wednesday night before Show
- Special Recognition by Emcee on Thursday Night *Name on "posters" throughout Southeast

Medallion Sponsor - \$5,000 CASH

- All of the above ADVERTISING (A-E) as in Class Sponsor, membership in the Paddock Club for all shows each of the 3 days
- RINGSIDE complimentary table each night for 8 in the Paddock Club includes 8 food tickets (2 nights) and Sponsor General Admission tickets per night and entertainment
- 2 complimentary VIP Parking Passes *1 complimentary Reserved Barn Parking Pass and Parking Space *2 invitations to the exclusive Owner/Trainer/Exhibitor (O/T/E) Party (upon request)
- *Special recognition EACH NIGHT by EMCEE

Silver Sponsor - \$10,000 CASH

- All of the above ADVERTISING (A – E) as in Class Sponsor, membership in the Paddock Club
- 1 complimentary RINGSIDE AND 1 Complimentary RESERVED ROW B table for 8 per table each night in the Paddock Club includes 8 food tickets (2 nights) and 16 drink tickets per night per table and entertainment
- 4 complimentary VIP Parking Passes *1 complimentary Reserved Barn Parking Pass and Parking Space *4 invitations to the exclusive Owner/Trainer/Exhibitor (O/T/E) Party (upon request) * Invitation to all Scheduled Events the week of the shows
- 2 complimentary Invitations to O/T/E Brunch on the Grounds Sat * Private tour of stables * Name on "Gulf Coast Charity Celebration" stationary, entry forms and fee summaries

Gold Sponsor - \$20,000 CASH

- All of the above OPPORTUNITIES listed above found in Silver Sponsorship except as specified below, membership in the Paddock Club
- Name on all table tents in the Paddock Club Reserved and Ringside Tables
- 6 complimentary VIP Parking Passes *2 complimentary Reserved Barn Parking Passes and Parking Space *4 invitations to the exclusive Owner/Trainer/Exhibitor (O/T/E) Party (upon request) and *4 complimentary invitations to O/T/E Brunch on the Grounds Sat
- VACATION PACKAGE: Complimentary Hotel accommodations for 2 during the week of the show; a golf, tennis or fishing pkg. for 4

Diamond Sponsor - \$50,000 CASH

- ALL ADVERTISING OPPORTUNITIES LISTED ABOVE (as found in Gold Sponsorship), membership in the Paddock Club
- Name on special events T-shirts
- Signage in arena and refreshment area
- Paddock Club named after Diamond Sponsor (signage) *Media Coverage as Events Host (radio, TV, Billboards throughout the Southeast *Name on Billboards throughout the Southeast *Company name and logo on events cocktail napkins and cups
- 2 complimentary RINGSIDE TABLES for 8 each night, includes 8 food tickets (2 nights) and 16 drink tickets per night per table and entertainment
- 6 complimentary Premier VIP Parking Spaces *2 complimentary Reserved Barn Parking Passes and Parking Space *4 invitations to the exclusive Owner/Trainer/Exhibitor (O/T/E) Party (upon request)

Ribbon or Trophy, Halter or Cooler Sponsor - \$250 CASH:

- 2 Reserved Paddock Club seats at a table for All 3 Nights. Food not included
- 2 complimentary Sponsor General Admission tickets for each night
- Name recognition by Emcee during Class Award *Presentation of Ribbon or Trophy or Halter (if desired) *Name printed in program and in News Herald.

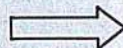
Friendship Sponsor - \$100 CASH: 2 Sponsor General Admission tickets each night.

Gulf Coast Charity Horse Show and Music Festival
April 27th – 29th, 2017, Panama City Beach, Bay County, Florida

Sponsorship Opportunities

SEE OTHER SIDE

PLEASE NOTE ALL SPONSORSHIP ADVERTISEMENT SUBJECT TO PRINTING DEADLINES AND SPACE.



TICKETS - \$2,500 CASH (1 only): Name printed on general admission tickets. For general admission this is the first point of contact with the Gulf Coast Charity Horse Show, a highly visible sponsorship. Name in full page News Herald ad.

DIRECTIONAL SIGNAGE - \$2,000 CASH each direction (4 only): Name and Company logo on the North, East, South or West center ring signage (1 per direction). Signage of hard core construction – no banners are allowed.

PARKING PASSES - \$2,500 CASH (1 only): Name ON ALL PARKING PASSES. Most owners/trainers and sponsors at all levels are premailed parking passes. Name printed in full page News Herald ad.

TABLE DECORATIONS - \$2,500 CASH (1 only): Name on all RESERVED and RINGSIDE tables each night of event (approx. 150-200 tables of 8) Table for eight in Paddock Club.

WINE & SPIRITS - \$2,500 CASH (1 only): Name on cocktail napkins. Table for eight in Paddock Club.

ENTERTAINMENT - \$6,000 CASH (3 available – 1 per night): Name on showbills (20,000+) disseminated each year *Name in national advertising (Report others) * Company's name and logo on band stage hard signage for night of sponsorship as provided by sponsor * Name in full-page newspaper ad * Ringside table for the night for 8 (meals included).

DINNER - \$10,000 CASH (per night, 3 available): Name on ringside and reserved seating table tents. Name on exclusive food tent in Paddock Club (1600 patrons possible). Name in full-page newspaper ad. Table for eight in Paddock Club.

PADDOCK CLUB SEATING OPPORTUNITIES/SPONSORSHIPS

These are very limited seating opportunities. Availability is on a first come basis. Box and Table sponsors will get table preference based on date of payment and number of years as a sponsor. Priority in table placement will also be given on Premier, Medallion, Silver, Gold and Diamond Sponsors.

PADDOCK CLUB SEATING INCLUDES: Complimentary reserved table for 8 each night. Includes complimentary sponsor general admission for 8, entertainment after the shows, 1 VIP Parking Pass, 8 complimentary food tickets for 2 nights (Thurs. night dining not included), cocktail server available in Paddock Club. Prices vary per row.

RINGSIDE SEATING - \$1,200

Reserved Row B (2nd Row) - \$1,100

Reserved Row C (3rd Row) - \$1,000

Individual Seating Row C only \$150 per seat (three nights)

Box Seats - \$500: Reserved Ringside seating for 6 for all three nights of show
Includes Sponsor General Admission tickets and entertainment each night. Limited
Number available. (BOX SEATS DO NOT INCLUDE MEALS)

SPONSORSHIP LEVEL SELECTION & Price: Friendship \$100 ____; Ribbon, Trophy, Halter or Cooler \$250 ____; Class \$1,000 ____; Emerald R/T \$1,000 ____; Championships (5 only) \$1,500 ____; Premier \$2,500 ____; Medallion \$5,000 ____; Silver \$10,000 ____; Gold \$20,000 ____; Diamond \$50,000 ____; Tickets \$2,500 ____; Signage \$2,000 ____; Parking \$2,500 ____; Table Decorations \$2,500 ____; Wine & Spirits \$2,500 ____; Entertainment \$5,000 ____; Dinner \$10,000 ____; In Kind ____; Other \$ ____ (amount).

Seating Sponsorship Opportunities:

RINGSIDE ____; ROW B ____; ROW C ____; BOX SEATS ____; or INDIVIDUAL ROW C SEATS ____

PLEASE SPECIFY THE ROW YOU DESIRE – Priority in Paddock Club Seating is based on date of payment and years of support
GENERAL ADMISSION: \$12.00, ACTIVE MILITARY & CHILDREN FOURTEEN AND UNDER FREE

SIGNATURE: _____

Contact Event / Sales Coordinator Todd Fisher (850) 914-9030 / 527-2354

Or Sister Blackmon Milligan (850) 763-6651 Or Trish Clark (850) 596-2460

gulfcoasthorseshow@gmail.com

Contact 1-800-PC-BEACH

MAKE CHECKS PAYABLE TO GULF COAST CHARITY CELEBRATION ASSOCIATION, INC

THANK YOU FOR YOUR SUPPORT!

REMEMBER, Mark Your Calendar for the last full weekend in April each year!

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. REG.#SC-10895; THIS (GULF COAST CHARITY CELEBRATION ASSOCIATION, INC.) HAS RECEIVED 100% OF EACH CONTRIBUTION. AS A SPONSOR OF THIS 501(C)3 CHARITABLE CORPORATION, YOU HAVE RECEIVED NO INTANGIBLE RELIGIOUS BENEFITS AND YOUR CONTRIBUTIONS TAX DEDUCTIBILITY IS LIMITED TO YOUR CONTRIBUTION LESS ANY MONEY, GOODS OR SERVICES YOU RECEIVE IN RETURN THEREFORE, GCCC ASSOC., INC. HAVE MET THE REQUIREMENTS OF THE FLORIDA SOLICITATION OF CONTRIBUTIONS ACT.

418 N. Cove Blvd., Panama City, Florida 32401 Phone: (850)914-9030; (850)763-6651; Fax: (850) 763-6653