

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Over 400 horses, 600 cows, almost 1,000 starts at the competitions and 288 exhibiting companies on an area of over 62,000 square metres - that was the AMERICANA 2023, which took place for the first time at Messe Friedrichshafen and was an overwhelming success with a total of 47,200 visitors.

Horses and riders from 17 nations competed in around 50 classes for over EUR 260,000-added prize money and the coveted titles as well as numerous non-cash prizes. As usual, the cutting, reining and cowhorse classes were strong and high-calibre.

### DIGITAL:

- 1x Social Media Posting** 300.00 €  
Facebook & Instagram
- Banner on the website** 500.00 €  
Web format: 728x90 px  
Mobile format: 300x250 px
- Contest** via our social media channels 400.00 €
- Podcast episode** 350.00 €



**Company:**

Street: (no P.O. Box)

ZIP/City:

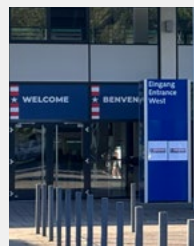
Country:

Company head or director:  
(Fullname)

www.

### PRINT:

- Sponsoring ring in the hall** 1,500.00 €  
Naming
- Logo as a hanging display** 600.00€  
above the booth
- Naming of a class** on request
- Sponsoring of the VIP tribune** 5,000.00 €
- Sponsoring of the Job Wall** 1,500.00 €
- Welcome signs** 3,000.00 €  
at the entrance



**Contact person:**  
(Full name)

Function / Position:

Phone:

Mobile:

E-Mail:

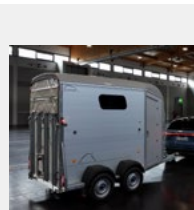
**Billing Address:** (if different from the exhibitor address)

E-Mail for invoice:

VAT-ID-No.:

### OTHERS UPON REQUEST

- Vehicle sponsorship**  
for the evening show
- Trailer sponsoring**  
for the trailer training



**Place:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Company stamp / Signature:**

All prices are net | Place of jurisdiction is Tettngang

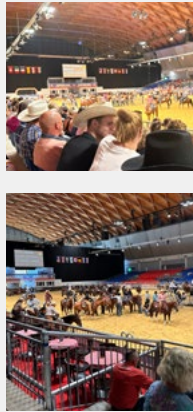
**Always included with every booking:**  
**Link as a sponsor on the website**  
[www.americana.de/en](http://www.americana.de/en)

**Order directly by e-mail to:**  
[americana@messe-fn.de](mailto:americana@messe-fn.de)

## EXCLUSIVE ADVERTISING OPPORTUNITIES

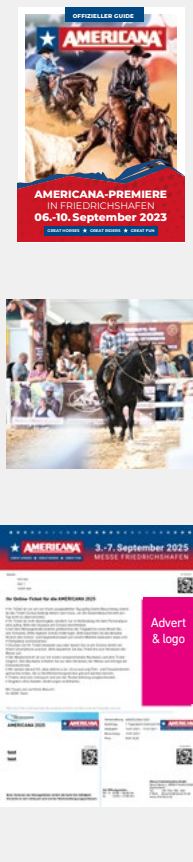
### DIGITAL:

- Logo on the LED wall in the evening show & in livestream (75,000 views)** **300.00 €**
- Commercial on the LED wall & in livestream (70,500 views) incl. logo on the LED wall and livestream & banner in the Zeppelin CAT hall A1** **550.00 €**
- Logo on LED signs at one of the riding rings** **400.00 €**
- Video on LED signs** **1,500.00 €**



### PRINT:

- Full page in the visitor guide** **1,000.00 €**  
Copies: 10,000
  - U2: **1,300 €**
  - U3: **1,300 €**
  - U4: **1,500 €**
- Half page in the visitor guide** **650.00 €**  
Copies: 10,000
- Banner in one of the small rings in the hall A3, A4 or A5 (3x1 meters)** **190.00 €**  
each additional meter 100.00 €
- Banner in the show arena (3x1 meters)** **300.00 €**  
each additional meter 100.00 €
- Advertisement & logo on trade fair tickets** **3,500.00 €**
- Logo on show tickets** **2,000.00 €**
- Logo on visitor flyer** **3,000.00 €**  
Copies: 66,000
- Logo on shop poster** **2,000.00 €**  
Copies: 5,000



**Company:**

Street: (no P.O. Box)

ZIP/City:

Country:

Company head or director:  
(Fullname)

www.

**Contact person:**  
(Full name)

Function / Position:

Phone:

Mobile:

E-Mail:

**Billing Address:** (if different from the exhibitor address)

E-Mail for invoice:

VAT-ID-No.:

**Place:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Company stamp / Signature:**

All prices are net | Place of jurisdiction is Tettngang

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