



Regarding: Sponsorship Request for Southeastern Equestrian Trails Conference 2007 (SETC)

The **Back Country Horsemen of East Tennessee (BCHET)** and the **Blue Ridge Trailriders (BRTR)** are proud to host the **2007 Southeastern Equestrian Trails Conference (SETC)** to be held at the Crowne Plaza Hotel in Knoxville, TN, on July 20-21, 2007. The theme for SETC 2007 is **“Tomorrow's Horse Trails Depend On You.”**

SETC was first held in 1998 at Clemson University with the purpose of bringing together people who are concerned about the future of the trail experience from the back of a horse. Since 2000, SETC has been held annually in several different southeastern “host” states, and has evolved into one of the premier trail education conferences for equestrians in the United States. In 2007 Knoxville is pleased to have the privilege and responsibility of hosting this nationally recognized event.

Equestrian trail usage has been under scrutiny by resource managers and non-governmental agencies that are concerned about natural resource preservation. In some cases, concern about equestrian trail usage has a valid base; in other cases, the concern has been driven by misconceptions. These conferences bring together equestrians, resource conservation managers, and other stakeholders to educate, to discuss issues critical to preserving recreational use of horses on public lands, and to learn from each other. The conferences provide our sponsors with the opportunity to demonstrate support of education and responsible recreational trail use and to showcase their business or organization’s mission, services and/or products.

On average SETC attracts about 200 participants from the Southeast and elsewhere across the United States, and we expect similar attendance in 2006. The U.S. Forest Service (USFS) Region 8, Southern Region, encompasses most of the states that participate in the SETC, and in this region the USFS estimates that there are 4.7 million people who participate in recreational horseback riding.

Exhibitors and vendors are also welcome at SETC 2007. SETC is hosted by BCHET and BRTR which are both 501(c)4 non-profit organizations; therefore, sponsorships are not tax deductible for charitable purposes. To find out more about these opportunities, please **contact Lucy Scanlon at (865) 494-7654 of the Tennessee SETC Planning Committee.**

We greatly value your support of SETC and its effort to keep southeastern trails accessible for responsible use by equestrians. To find out more about the SETC 2007 schedule and program, please visit our website <http://www.southeasternequestriantrails.com>. We have also enclosed conference flier and location information.

Thank you for your support, and we look forward to seeing you in Knoxville in July.

Sponsorship Opportunities

1. **Premier Sponsor:** \$2,000 and above
 - Registration for (4) attendees, all course materials, breaks and provided meals.
 - Choice of (8' x 6' approximate) booth space location in main conference hall (table, chairs, electric outlet included).
 - Listing on SETC website (with your logo and link to your website) as a Premier Sponsor.
 - Name and Logo will appear on all advertisements and materials as a Premier Sponsor.
 - All Sponsors will be thanked at the beginning and end of the conference for their support.

2. **Gold Sponsor:** \$1,000 and above
 - Registration for (3) attendees, all course materials, breaks and provided meals.
 - Booth space (8'x6' approximate) in main conference hall (table/chairs/electric outlet).
 - Listing on website with logo and link to your website.
 - Listing in all advertisements and materials as a Gold Sponsor.

3. **Silver Sponsor:** \$500 and above
 - Registration for (2) attendees, all course materials, breaks and provided meals.
 - Booth space in main conference hall (8'x6' approximate) (table/chair).
 - Listing on website and all conference materials as a Silver Sponsor.

4. **Exhibitor:** \$175 contribution.
 - Registration for (1) attendee, all course materials, breaks, and provided meals.
 - 6' table in conference room (suitable for table top displays).
 - Listing on website and all conference materials as an Exhibitor.

5. **Financial Supporter:** Any financial contribution (donations from partners whom do not wish to be an exhibitor but would like to contribute to the success of this conference) or any product donations.
 - Listing on website and all conference materials as a Financial Supporter.

Conditions

- Recognition in printed materials is subject to meeting deadline of June 15th.
- Your organizations logo will need to be provided in a .jpeg format.
- In-kind as well as financial contributions will be accepted
- Exhibit space is extremely limited and will be allocated on a first-come, first-serve basis.
- Sponsorships do not include the pre-conference workshop.
- Each Sponsor (attendee) will need to complete and fax/mail in the conference registration form.

8th Annual Southeastern Equestrian Trails Conference 2007 (SETC)
Knoxville, TN
July 20-21, 2007

Contribution Form

- Premier Sponsor \$2000 and above
- Gold Sponsor \$1000 to \$1999
- Silver \$500 to \$999
- Exhibitor \$175
- Financial Supporter Any amount or in-kind donation \$_____

Description of donated item(s): _____

Payment

- Check enclosed (payable to SETC 2007)
 - Please provide invoice
-

Name of Organization: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: _____ Fax: _____

Contact Person: _____

Email address: _____

Website address: _____

Name of organization as it should appear on conference materials:

Name of Representative Attendee(s) as it should appear on conference materials & Name Tags:

Provide logo in .jpeg format for inclusion on website and printed materials.

Mail forms to SETC 2007, c/o Joanne Mitchell, 9013 Coburn Drive, Knoxville, Tennessee 37922