

## **Hello Friends and Supporters of the Lake County Fair!**

For more than 65 years, the **Lake County Fair Western Horse Show** has attracted thousands of spectators and participants to the Fair in August. Held during the second weekend of the Fair, the Western Horse Show features western pleasure, ranch horses, youth classes, and the exciting speed events of barrel racing, pole bending and flag racing.



Spectators of all ages enjoy watching the beautiful and talented horses compete. Contestants prepare all year and spend a great deal of resources to bring their horses to the Fair for all to enjoy. **The Lake County Fair Western Horse Show** is the highlight of the year for these horse owners and for the thousands of spectators who come to enjoy the show.

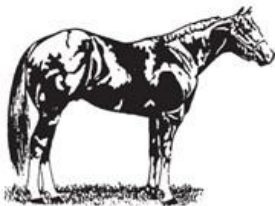
The support of local businesses and the generosity of sponsors allows us to staff and fund this event, so that the spectators of all ages can enjoy the horse show and contestants can earn ribbons and prizes to recognize their hard work and success.

Full grandstands buzz with excitement and provide an excellent advertising opportunity for your business. Advertising in the arena at the show is a unique opportunity for you to grow your business and show support for one of the largest events in Northwest Indiana. As spectators and exhibitors watch the performances, they see the banners in the arena and hear the continued announcements over the loudspeaker.

Prior to the show, social media posts, advertising in the Show Bill Magazine, and the Program Book help spotlight your business to thousands of potential new customers.

Please consider the attached advertising opportunities which will help to support this annual event. We are happy to customize a sponsorship package to fit your needs. Feel free to contact us with any questions.

**We Sincerely Thank You and Appreciate You!**



Jennifer McCormick, Western Horse Show Superintendent  
Janette Doughman, Barn Manager  
The Western Horse Show Staff & Crew