

December 28, 2009

To: My Equine Sponsors

Re: Team Chiacchia Sport Horse Sale

This letter is to invite you to become a part of the “Team Chiacchia Sport Horse Sale”. This sale has a very new and refreshing concept. From January 30th to February 7th 2010 when the final silent auction bids are made people will have access to all of the horses and our facility. The three public presentation days will be January 30th and February 6th and 7th. This silent horse auction will allow prospective buys a chance to try over 30 horses in a relaxed farm environment. They will have full access to Independence Farms Jumping Field, Dressage Ring, Free Jumping ring and Cross Country Field.

I am inviting my long time sponsors an opportunity to become a part of this great event. Sponsorships begin at \$250.00 and go up to \$1300.00. Here is the pricing schedule:

Gold Medal Sponsor \$1300.00: The Gold Medal Sponsor will have prime advertising locations on our website and in any mailings, a full size ad in the sales catalog, and small tent for you to display you goods and services on January 30th and February 6th and 7th (you must man your booths for those 3 days), and banners that will be hung around the farm for the full 8 days of the event (banners that you would like displayed must be provided by the vendor).

Silver Medal Sponsor \$500.00: The Silver Medal Sponsor will have advertising on our website and in any mailings, a ½ page ad in the sales catalog, banners that will be hung around the farm for the full 8 days of the event (banners that you would like displayed must be provided by the vendor).

Bronze Medal Sponsor \$250: The Bronze Medal Sponsor will have advertising on our website and in any mailings, a 1/4 page ad in the sales catalog, banners that will be hung around the farm for the full 8 days of the event (banners that you would like displayed must be provided by the vendor).

Blue Ribbon Sponsor \$100.00: The Blue Ribbon sponsor will have a banner that will be hung around the farm for the full 8 days of the event (banners that you would like displayed must be provided by the vendor).

***** All sponsors that have usable equine products will be used during the 8 day sales event. If you have new products that you would like to have us use please fill out the attached sponsorship form. All new products must be received by as soon as possible in order to be used.**

All payment for sponsorship must be received by January 22nd. All banners and products for sale use must be received as soon as possible.

Thank you again for your generous support. If you have any questions, you can reach my business manager Lisa Marong at 716-888-0504 with any questions that you may have.

With Great Thanks,

Darren