

**RED DEER CLASSIC
HORSE SHOW**



**Summer Classic
Alberta Morgan Show**

Advertising Opportunity in the 2010 Premium Book for Alberta Shows!!

The American Saddlebred Horse Association of Alberta is building on the success of the Premium Book that was such a hit last year!! The new approach to Prize List distribution that we did in 2009 for the horse shows included the prize lists for the **Red Deer Classic**, the **Summer Classic**, the **Western Canadian Championship** and the **Alberta Morgan Show**. We are hoping to partner with all the shows to once again offer a comprehensive book that will once again prove to be a valuable resource throughout the show season. Work is now underway to construct the 2010 edition of the Premium Book and will once again include the class specifications and general information needed to show at these shows as well as specific information pages for each show that will include officials, class schedule and entry forms. Last year the Premium Book went out to over 300 horse show enthusiasts, horse owners and exhibitors!

The ASHA of A would like to invite you to take advantage of the unique advertising opportunity and be included in the soon-to-be-released 2010 Premium Book. All ads must be camera ready and submitted via email to Kelly Worthington at kellyworthington@shaw.ca \$100 for full page (8 1/2 " x 11") or \$50 for a half page ad. Deadline for submissions is March 15th, 2010 as we want to ensure early delivery of the Premium Book to all exhibitors.

The 2010 Premium Book is anticipated to be delivered to or accessed by well over 500 potential exhibitors across 4 different breed groups and distributed throughout Western Canada and the Northwest USA. We look forward to your partnership with us as we seek to meet the needs of horse owners, trainers, exhibitors and equine enthusiasts.

Should you require further information, please contact:
Aldona Tracey (Show Secretary) showprogram@hotmail.com or
Kelly Worthington (ASHA of Alberta) kellyworthington@shaw.ca

Looking forward with you to the 2010 show season and wishing you success as you work toward your show ring goals!

