



# Mule Mania Dayton



## Sponsor Partnership Opportunities

Columbia County Fairgrounds  
Dayton, Washington

**July 13 through July 21, 2013**



**July 18 – 21, 2013**

**Mule & Donkey Competition  
plus more!**

**Come Join Us For Family Fun!**

Columbia County Fairgrounds – Dayton, Washington

**FREE ADMISSION to Fairgrounds & Mule Show**

**Mule Performances - Chuck Wagon Feed**

**Shopping with Western Vendors**

**Parade Downtown Dayton**

**Golf Tournament - Cowboy Church**

**Antique Auction and Tack Sale**

Come watch those fabulous mules while riders perform in competition classes from Western Pleasure to English Dressage to Trail Courses to Barrel Racing to Fun and Driving classes.

**New 2013 Mule Mania Dayton is going to be a week-long event.**

**Professional Workshops**

**July 13 – 17, 2013**

Riders are assembling at the Fairground the weekend before the Main Events for Equine Workshops to learn Cattle Team Penning, Mounted Shooting, Packing Clinic, How to Show and How to Buy an Equine, continuing with Trail Rides mid-week up to our the Main Event, the **Mule and Donkey Show**.

## Mule Mania 2013 Information

### What is our Mission?

**Mule Mania's Mission is to provide a quality event for mule and donkey lovers, that is educational to the public, safe and allows them to exhibit the great talents of their mules and donkeys.**

### Who comes?

**In the past two years the show has doubled in size and we are planning to continue that growth for 2013. Just last year we had Longear Mule Lovers come to compete from all over the western United States, as far as St. Louis Missouri and this year including Hawaii. For 2013 we are planning to have close to 300 to 400 head of mules compete in our week long event.**

### What is the history of Mule Mania?

**Mule Mania started in Springdale, Washington in the late 1990's. The Show grew so quickly it moved to Colville, Washington for 4 years. When Bobbi and Barney Chambers, who ran the show in northern Washington moved to Cottonwood, Idaho the Show was no longer offered. In 2011 they started the show back up in Dayton, Washington with huge success. All who attended had a great time and so we are back by popular demand!**



## Mule Mania 2013 Information

### When is it? July 13 through July 21, 2013

Mule Mania is a 9-Day Event held each year the third week of July. In 2013 it will begin with Equine Professional Workshops the first weekend, trail rides mid-week continuing up to our **Main Event the Mule and Donkey Competition** Thursday through Sunday. Mule riders from all over the country will come to show off their mules and compete in Performance Classes, Barrel Racing, Fun Game, Driving and Dressage Competition or just enjoy being around mule folks.

### Where is Dayton, Washington?

The **Columbia County Fairgrounds** in historic Dayton, a charming Southeastern Washington State nestled in a valley 1,600 feet above sea level. It is situated at the confluence of the Touchet River and Patit Creek and is the gateway to the beautiful Blue Mountains, Umatilla National Forest and the Wenaha-Tucannon Wilderness Area.



Some of the year-round activities in this scenic area include sight-seeing, fishing, hiking, hunting, biking, downhill skiing and cross-country skiing. With over 115 homes and buildings on the National and State historic register, Dayton is proud of its history and boasts the State's oldest working County Courthouse, the State's oldest existing Train Depot and four museums. In addition, Dayton has great shopping, exceptional restaurants, spa services and, due to close proximity to the Walla Walla Wine Appellation, incredible wine tasting.

## Mule Mania 2013 Information

### All the special events....

The First Weekend is full of educational equine workshops offered to all mule riders..... and we have invited horse enthusiasts also. Cattle competition and a mounted shooting workshop the first of the week, mid-week brings potluck welcome dinners, trail rides in the Blue Mountains, a golf tournament for mule and local club members. We finish with the **Main Show Weekend** packed with Chuck Wagon Cook Offs, Mule and Donkey Competitions, Parade, Live Music, trophy awards, and an Old Cowboy Auction and Tack Sale. See the website for event scheduling.

### FREE ADMISSION...you say!

Yes, because of generous sponsorship, the Mule Mania Association offers **FREE ADMISSION** allowing anyone and everyone to come and enjoy the show and learn about those mules and Mulemanship. We are expecting numbers up to 10,000 this year to come and enjoy Mule Mania.

### Our Team of Volunteers

We can move mountains and because of our great group of volunteers. Mule Mania is a well organized coordinated event. We work hard to provide a fun, safe, efficient experience for all who attend. The local 4-H clubs donate their time to clean stalls and help with the livestock. Boy Scout troops work during the event helping and pitching in anywhere they can. Our Golf Tournament raises money for the local charities in need.



## Mule Mania 2013 Information



### **The Souvenir Program**

**Mule Mania provides its own “Official Souvenir Program”. This program provides a great keepsake for our attendees, plus provides detail information on all the activities and recognizes all our sponsors. Look on page 13 for a description. Advertise your business in it!**

### **The Media:**

**On a National level, Mule Mania has been featured in Mules and More Magazine and in 2012, American Cowboy listed Mule Mania Dayton as one of the top events to attend in the Pacific Northwest. In 2012, Mule Mania Dayton was featured on King 5 News in Seattle. They plan to rerun last year's segment in 2013. It was also picked up by KREW News in nearby Lewiston, Idaho.**

**Before our 2012 Show there were news articles in Walla Walla's Union Bulletin, the Waitsburg Times and Dayton's own Chronicle. Radio spots and print media ads were placed throughout the Pacific Northwest.**

**The 2013 media campaign will be considerably more expansive to help us achieve our attendance goals.**

**Lots of opportunities to get your business name out there!**



# Mule Mania Dayton

## Sponsor Partnership Opportunities

*We need help and welcome all your support.*  
**There are many benefits to your Sponsorship.**  
**Let us know if you would like to advertise in:**

**The Souvenir Show Program**

**Banners in the Arena**

**Sponsor a Chuck Wagon**

**Sponsor a Driving Team**

**Sponsor a Performance Class**

**General Operating Support...or more.**

**Thank you for considering to support Mule Mania Dayton**

***Mule Mania Dayton*** has a range of sponsorship levels to meet your needs and your checkbook. Each sponsorship level offers relative benefits and opportunities for business marketing and promotion. Contributions which offer benefits such as marketing, may be deductible as trade or business expenses if ordinary and necessary in the conduct of the taxpayer's business. Why not check with your accountant?



**Columbia Rural Electric Assn.**

115 E. Main Street  
Dayton, WA 99328  
509-382-2578



**Coyote Mule Company**

194 Twin House Road  
Cottonwood, ID 83522  
208-816-8681

***Take a look at the***  
***2013 Sponsorships Packages***



## **Platinum Sponsorship \$10,000**

*Platinum Sponsors will receive the following benefits for their generous sponsorship:*

- **Back - Page Advertisement in the 2013 Souvenir Mule Mania Dayton Program**  
See the Program described on page 13.
- **Recognition in radio and print advertising**
- **Recognition in arena announcements**
- **Recognition during the Saturday Main Street parade**
- **Platinum sponsor listing on the Mule Mania Dayton website with logo and link**
- **Arena area signage placement** - Sponsor provides banner
- **\$400 in Mule Mania Bucks** - Redeemable in the Mule Mania Logo Store for Chuck Wagon tickets and store merchandise.

## **Gold Sponsorship \$5,000**

*Gold Sponsors will receive the following benefits for their generous sponsorship:*

- **Full - Page Advertisement in the 2013 Souvenir Mule Mania Dayton Program,**  
See the Program described on page 13.
- **Recognition in radio and print advertising**
- **Recognition in arena announcements**
- **Recognition during the Saturday Main Street parade**
- **Gold sponsor listing on the Mule Mania Dayton website with logo and link**
- **Arena area signage placement** - Sponsor provides banner
- **\$200 in Mule Mania Bucks** - Redeemable in the Mule Mania Logo Store for Chuck Wagon tickets and store merchandise.



## **Silver Sponsorship \$2,000**

*Silver sponsors will receive the following benefits for their generous sponsorship:*

- **Half - Page Advertisement in the 2013 Souvenir Mule Mania Dayton program**  
See the Program described on page 13.
- **Recognition in radio and print advertising**
- **Recognition in arena announcements**
- **Recognition during the Saturday Main Street parade**
- **Silver sponsor listing on the Mule Mania Dayton website with logo and link**
- **Arena area signage placement** - Sponsor provides banner
- **\$125 in Mule Mania Bucks** - Redeemable in the Mule Mania Logo Store for Chuck Wagon tickets and store merchandise.

## **Bronze Sponsorship \$1,000**

*Bronze sponsors will receive the following benefits for their generous sponsorship:*

- **Quarter-Page Advertisement in the 2013 Souvenir Mule Mania Dayton program.**  
See the Program described on page 13.
- **Recognition in arena announcements**
- **Recognition during the Saturday Main Street parade**
- **Bronze sponsor listing on the Mule Mania Dayton website with logo and link**
- **Arena area signage placement** - Sponsor provides banner
- **\$75 in Mule Mania Bucks** - Redeemable in the Mule Mania Logo Store for Chuck Wagon tickets and store merchandise.



## **Chuck Wagon Cook-Off Sponsorship \$500**

This American Chuck Wagon Association-sanctioned cook-off is the largest and first of its kind in our region and provides an opportunity for the winners to participate in the National Cook-off. These serious Dutch oven cooks use supplied ingredients to prepare 50 meals, two days in a row, which will knock your boots off! They are judged on the food they serve as well as the authenticity of its preparation and the authenticity of their wagon.

*Chuck Wagon Cook-Off sponsors will receive the following benefits:*

- **Business card-sized advertisement in the 2013 Souvenir Mule Mania Dayton program**  
See the Program described on page 13.
- **Recognition in arena announcements**
- **Recognition during the Saturday Main Street Parade**
- **Chuck Wagon Cook-Off sponsor listing on the Mule Mania Dayton website**
- **Cook Off Area signage placement** - Sponsor provides banner
- **\$50 in Mule Mania Bucks** - Redeemable in the Mule Mania Logo Store for Chuck Wagon tickets and store merchandise.





## **Driving Team Sponsorship \$500**

Driving teams are a huge crowd pleaser during the events and the Main Street parade. These eight-mule team wagons are an impressive display, but are exceptionally expensive to transport to Mule Mania Dayton. Your generous sponsorship will go towards transportation costs of drivers, helpers and wagons and towards marketing.

*Driving Team sponsors will receive the following benefits:*

- **Business card-sized advertisement in the 2013 Souvenir Mule Mania Dayton program**  
See the Program described on page 13.
- **Recognition in arena announcements**
- **Recognition during the Saturday Main Street parade**
- **Driving Team sponsor listing on the Mule Mania Dayton website**
- **Arena area signage placement** - Sponsor provides banner
- **Opportunity to meet the teamsters and ride in a mule wagon**
- **\$50 in Mule Mania Bucks** - Redeemable in the Mule Mania Logo Store for Chuck Wagon tickets and store merchandise.





## **Arena Signage \$250**

Want your business name and logo to be seen?  
Put it where all of the action is . . . In the **ARENA!**

*Arena Signage sponsors will receive the following benefits:*

- **Premium placement in the arena** - Sponsor provides banner
- **Business card-sized advertisement in the  
2013 Souvenir Mule Mania Dayton program**  
See the Program described on page 13.
- **Recognition during the Saturday Main Street Parade**



## **Main Street Sponsor \$100**

Dayton-area businesses and merchants have a great opportunity to advertise and promote their products or services in the 2013 Souvenir Mule Mania Dayton Official Souvenir Program . You are encouraged to run a promotion to attract participants and attendees to your business.

*With this reasonable sponsorship, Main Street Sponsors will receive the following benefits:*

- **Recognition during the Saturday Main Street Parade**
- **Business-sized listing in the  
2013 Souvenir Mule Mania Dayton Program**  
See the Program described on page 13.
- **Reserved space in the Dayton Kiosk at the Fairgrounds to  
display your business cards, rack cards and literature**



## 2013 Mule Mania Dayton Souvenir Program Advertising Opportunities

- Full-page ad \$300
- Half-page ad \$175
- Quarter-page ad \$100

## 2013 Mule Mania Dayton Souvenir Program

Sold at the Mule Mania Show @ \$5 each

The **Mule Mania Dayton Program** proves to be a true collector's item year-after-year. The cover work is done by internationally-acclaimed Cowboy Cartoonist, **Daryl Reed** ([click](#)) will attend the 2013 Mule Mania Dayton event. It's a great opportunity to get your print signed by this artist well-known for his past presidency with Cowboy Cartoonists International and for his relationship with Leanin'Tree Greeting Cards. The front cover will be full-color with sepia tones on inside pages. With hundreds of dollars' worth of discounts and giveaways by Main Street Sponsors in each program, it's not



### The 2013 Mule Mania Program

Cover Design by Daryl Reed

"Nuthin' Half-Cocked Here" depicting the trials of a Mounted Shooter!



## Thank you for your Support in 2012!



Banner Bank Dayton Branch  
Bette Lou Crothers/State Farm  
Border Town Feed & Supply Walla Walla  
Broughton Land  
Christy's Realty  
Coleman Oil of Dayton  
Columbia County Grain Growers  
Columbia County Transportation  
Columbia Rural Electric  
Coyote Mule Company  
Crofts Floral & Gifts  
Dayton Mercantile  
Dayton Title Company  
Dayton Tractor  
Elk Drug  
EnviRoad of Portland, Oregon  
Kiwanis of Dayton  
Konen Rock Crushing of Dayton  
Krueger Supply  
Les Schwab Tire Center of Walla Walla  
Lyons Ferry Marina  
Nealy & Marinela of Dayton  
Op & Siebold of Walla Walla  
Passmore Dental  
Patton & Associates  
Puget Sound Energy  
Redhawk Foundation  
RES Americas  
Stegmann, Gayle - Rathrum, Idaho  
Sterling Savings Bank  
Tidewater Barge Lines  
Tyson  
USKH of Walla Walla  
WA Cattle Feeders  
Weinhard Café  
Windermere - Dayton



## To Contact Us

Visit our website:

[www.mulemaniadayton.com](http://www.mulemaniadayton.com)

For additional information, please contact:

### **Brad McMasters**

Board Member of Mule Mania Dayton

Dayton Chamber of Commerce and Tourism

166 E. Main Street, Dayton, WA 99328

**800-882-6299**

**509-382-4825**

email: **chamber@historicdayton.com**

**Sponsorship Application Form**

