

## **2024 Sponsorship Report**

January 6, 2025

Thank you to our wonderful sponsors for your support and investment in MHJA.

In 2024, 50 sponsors provided support totalling \$61,506.84.

- Financial support of \$28,100.00
- Gifts in kind of \$33,406.84.

MHJA received a total of \$6,557.81 in grants.

- Government of Canada - Community Services Recovery Fund in the amount of \$3557.81 to support electronic equipment purchases.
- Province of Manitoba – Sports, Culture, Heritage and Tourism grant in the amount of \$3000.00 to support costs related to Heart of the Continent.

Three sponsor fences were added: Elders Equine, Floral Fixx and Everlasting Memorials. Additional recognition for all sponsors included banners, a multi-sponsor display jump, social media posts and more frequent announcements at shows. Our diamond sponsor received jump planks/gate recognition.

The support of our sponsors is vitally important to the success of our show season and competitors experience. MHJA is fortunate to have long standing supportive sponsors and we look forward to working with each of them in the next fiscal year.

### **Notes:**

- 13 new sponsors
- Cash sponsorship increased by \$2,175 since 2023.
- Gift in kind support increased \$19,157.84 since 2023

**Sponsorship Committee:** Jennifer Perron, Nathalie Schipper, and Nicole Boonstra.

Prepared By: Nicole Boonstra, Sponsorship Chair