

2024

National Reining Horse Association Sponsorship Opportunities

Corporate, Ranch, and Show Sponsorships



What is NRHA?

Affluent | Fifty-five percent of members report having a gross annual income over \$100,000, with the average NRHA member making \$100,000 - \$150,000. A plurality of respondents are C-level executives in their respective businesses with equine being the most popular industry.

Femme | The average member is female, 48.7 years old, married, and earns her income from the equine industry.

Proprietor | Seventy percent of members own a farm or ranch. The mean value of land, facilities, and equipment used for horses on these farms is \$500,000 - \$1 million.

Educated | Forty-nine percent of members have at least a college bachelor's degree and 17 % have earned a graduate or professional degree.

Dynamic | "Empty Nesters" are the most common family structures, with almost 50% of members saying they have two people in their household and 72% of respondents having no children.

Converts | The average member is most likely to have been involved in showing all-around events and trail riding prior to joining NRHA.

Loyal | Most have been members for 10 years and joined because of their appreciation of the sport of reining.

Dedicated | Most members typically attend and/or participate in one to five NRHA-approved shows per year within 100-500 miles from home.





Corporate Partner Benefits

NRHA Corporate, Ranch, and Media Partners may expect to receive an array of impressive benefits including show and website advertising, PA and big screen recognition, exclusive access to parties and priority placement in various amenities including stalls, RVs, seating, signage, and more. Continue reading and familiarize yourself with the many sponsorship highlights that NRHA Sponsors enjoy in print and social media outlets, at the NRHA Futurity, Derby, and Affiliate Regional Championships.



NRHA Corporate Partner Benefits

Brand Recognition

- Linked logo on NRHA.com
- Logo displayed at NRHA Headquarters
- Logo on Partner page in NRHA Reiner magazine

Media

- Press release announcing partnership
- Full-page, color ads in NRHA Reiner Magazine
- Press releases emailed
- NRHA E-Newsletter

Additional Benefits

- NRHA Marks indicating official partnership
- Two NRHA Member mailing lists per year
- Two emails sent annually to NRHA's email list
- Utilize social media, contests, & other forms of marketing

Corporate Partner Exposure at the NRHA Futurity

NRHA Futurity & Adequan® North American Affiliate Championships

This event, held annually in November at State Fair Park in Oklahoma City draws more than 3,000 entries from around the world. In the Futurity, professional riders compete on 3-year-old horses for a guaranteed first-place payout of \$350,000. The total purse and prizes add up to more than \$2.6 million! Along with the NAAC, a full slate of ancillary classes, and three well-attended reining horse sales, this event creates more than \$67 million in economic impact and draws upwards of 120K attendees and virtual spectators worldwide.

Corporate Partners Benefits

- One banner displayed in each competition arena: Coliseum and Adequan®
- 10'x10' vendor space (additional space can be purchased)
- Two 30-second spots to be shown on the big screen and webcast
- Opportunity to participate in award presentations
- Exposure in the event draw sheets
- Opportunity to include promotional material in the exhibitor packets
- Logo and/or name exposure through the events may include: scoreboard, website, webcast, press releases, and more
- Special show amenities: VIP parking, VIP seating, VIP invitation to special show events, and Cantina lunch passes



Signature
PRODUCTION

Corporate Partner Exposure at the 6666 NRHA Derby Presented by Markel

The 6666 Derby presented by Markel held in June at State Fair Park in Oklahoma City, showcases the industry's finest reining horses aged 4, 5, 6, and 7 years old. With their riders, they compete for more than \$1.3 million in total added money. In addition to traditional reining events, the Derby offers a wide variety of activities the whole family can enjoy. It draws more than 1,200 entries competing in all classes, creates \$6 million in economic impact, and draws upwards of \$50,000 attendees and virtual spectators worldwide!

Corporate Partners Benefits

- One banner displayed in each competition arena: Coliseum and Adequan®
- 10'x10' vendor space (additional space can be purchased)
- Two 30-second spots to be shown on the big screen and webcast
- Opportunity to participate in award presentations
- Exposure in the event draw sheets
- Opportunity to include promotional material in the exhibitor packets
- Logo and/or name exposure through the events may include: scoreboard, website, webcast, press releases, and more
- Special show amenities: VIP parking, VIP seating, VIP invitation to special show events, and Cantina lunch passes



Corporate Partner Affiliate Regional Championships Option

NRHA Affiliate Regional Championships

(optional for Corporate & Ranch Partners)

The NRHA Affiliate Regional Championships (ARCs) are the qualifying rounds for reiners from 11 North American regions hoping to advance to reining's premier grassroots event: the Adequan®

North American Affiliate Championships held in conjunction with the NRHA Futurity. At the

NRHA North American ARCs,

weekend warriors go head to head to be one of ten qualifiers, plus ties, in each division. Qualifiers earn the opportunity to show on a grand stage in Oklahoma City.

Corporate Partners Benefits

- One banner displayed (if available)
- 10'x10' vendor space (if available)
 - Name and/or logo included in advertising for ARCs
- Opportunity to participate in award presentations
- Logo and/or name exposure through the events may include: scoreboard, event press releases, and advertising (when available)
- Ad in any program produced at each ARC, if available
- Special show amenities, if available





Partnership Investment

Corporate Partnership

Three-year minimum commitment.
Starting investment of \$40,000 annually.

Includes 6666 NRHA Derby presented by Markel, NRHA Futurity & Adequan® NAAC, and Corporate amenities.

Ranch Partnership

Three-year minimum commitment.
Starting at \$30,000 annually.

Affiliate Regional Championships

Three-year minimum commitment in addition to corporate partnership agreement: Starting at \$15,000 annually.

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Other NRHA Partner packages are available and can be tailored to individual needs. Please let us know if there are any specific needs or budget parameters we can help you with. Cash contributions are an integral component of our partnership package because of NRHA's desire to maintain its high-purse identity in the horse industry.

Event Sponsorship Opportunities



**Event Sponsor
Futurity**

**NRHA Futurity &
Adequan® North American Affiliate Championships**

#1 REINING EVENT IN THE WORLD

<p>OVER 120,000 SPECTATORS & PARTICIPANTS FROM 20 DIFFERENT COUNTRIES</p>	<p>GUARANTEED FIRST PLACE PAYOUT OF AT LEAST \$350,000</p>
<p>more than \$2.25 MILLION in ADDED MONEY</p>	<p>3,000 ENTRIES</p>
<p>#1 REINING HORSE SALE</p>	<p>\$28 MILLION IN DIRECT SPENDING IMPACT ON OKLAHOMA CITY, WITH AN ECONOMIC IMPACT OF MORE THAN \$67 MILLION.</p>

\$2.25 MILLION+ PURSE & more than \$350,000 IN PRODUCT AWARDED

Sponsorship Packages: (X = provided)

	Platinum Sponsorship \$15,000	Gold Sponsorship \$10,000	Silver Sponsorship \$5,000
10'x10' Vendor Space	Included (location limited)	30% Discount	10% Discount
Color Ad in Open/Non Pro Draw Sheets	Half-Page	Quarter-Page	Business Card
Banner (high-traffic location)	2	1	
Name and/or Logo on Elec- tronic Scoreboard	X		
Listing on Webcast	Logo	Name	
Listing on Live Score Web page	Logo	Name	
Name and/or Logo in <i>NRHA Reiner</i> magazine	X	X	X
Linked logo on Futurity Website	X	X	X
Sponsor PA During Event	X	X	
VIP Badges	4	2	2
Cantina Lunch Passes	2	1	1
VIP Parking passes	2	1	1

Event Sponsor Derby

6666 NRHA Derby Presented by Markel

THIRD LARGEST REINING EVENT IN THE WORLD

1,200+ ENTRIES	ATTENDANCE IN EXCESS OF 30,000
\$6 MILLION ECONOMIC IMPACT	
\$4.5 MILLION IN DIRECT SPENDING	\$1.3 MILLION+ IN ADDED MONEY

Sponsorship Packages: (X = provided)

	Platinum Sponsorship \$10,000	Gold Sponsorship \$5,000	Silver Sponsorship \$2,500
10'x10' Vendor Space	Included (location limited)	30% Discount	10% Discount
Color Ad in Open/Non Pro Draw Sheets	Half-Page	Business Card	
Banner (high-traffic location)	2	1	
Listing on Electronic Score-board	Logo	Name	
Listing on Webcast	Logo	Name	
Listing on Live Score Web page	Logo	Name	
Name and/or Logo in <i>NRHA Reiner</i> magazine	X	X	X
Linked logo on Derby Website	X	X	X
Sponsor PA During Event	X	X	
VIP Badges	4	2	2
Cantina Lunch Passes	2	2	2
VIP Parking passes	2	1	1

Thank you for considering partnering with
the National Reining Horse Association.

For more information, please contact:

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