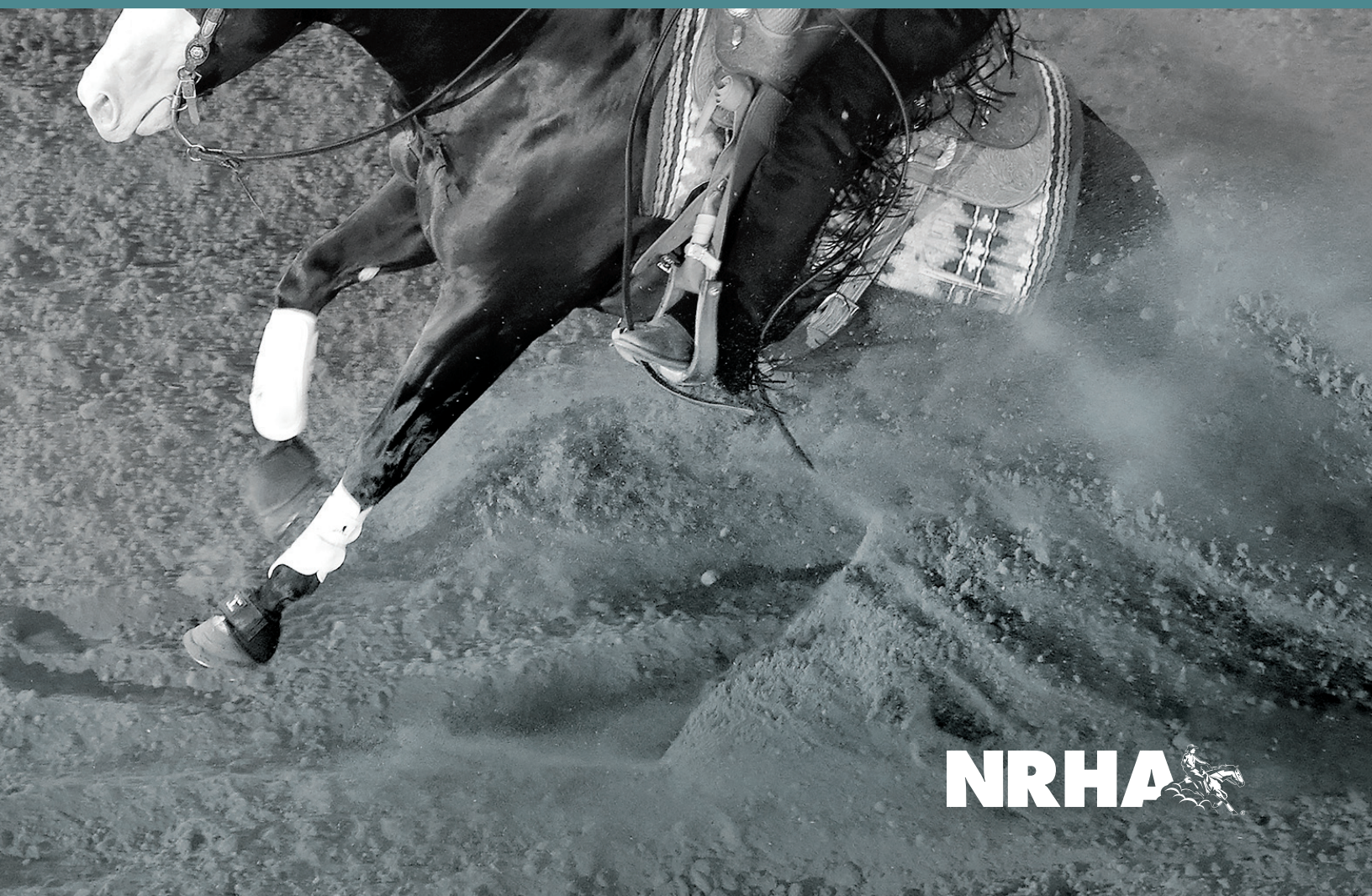


NATIONAL
REINING
HORSE
ASSOCIATION

2021-22

SPONSORSHIP OPPORTUNITIES



NRHA 

NRHA MEMBER PROFILE

**MOST HAVE
BEEN DEDICATED
MEMBERS FOR**

10

YEARS

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

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

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

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

Affluent | Fifty-five percent of members report having a gross annual income over \$100,000, with the average

NRHA member having an income of \$100,000–\$150,000. A plurality of respondents are C-level executives in their respective businesses with equine being the most popular industry.

Dynamic | “Empty Nesters” are the most common family structures, with nearly 50 percent of members saying they have two people in their household and 72 percent 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.

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



NRHA FUTURITY PARTNERSHIP AMENITIES

NRHA Futurity & Adequan® North American Affiliate Championship

A multi-million-dollar event held at the end of November in Oklahoma City, Oklahoma. The event consists of professional riders and 3-year-old horses competing for guaranteed first-place prize money of \$250,000. The total purse and prizes add up to more than \$2.5 million! The contest draws more than 2,000 entries competing in all classes along with three special, well-attended reining horse sales. This event creates more than \$28 million in economic impact and draws in over 80,000 attendees worldwide!

Futurity & Adequan® NAAC Benefits

- Two banners displayed in each competition arena:
main coliseum and Adequan® arena
- 10x10-foot trade show space
- 30-second video spot to be shown on the big screen and NRHA's webcast
- Opportunity to participate in awards presentations
- Exposure in the event draw sheets
- Include promotional material for exhibitor packets
- Logo and/or name exposure through the event may include,
but not limited to: scoreboard, website, webcast, and press releases
- Special show amenities: VIP parking, VIP seating, VIP invitation
to special show events, and NRHA Cantina lunch passes



NRHA DERBY PARTNERSHIP AMENITIES

NRHA Derby

The NRHA Derby, held in June in Oklahoma City, Oklahoma, showcases the industry's finest reining horses. The event features 4-, 5-, and 6-year-old horses competing for close to \$1 million in added money! In addition to traditional reining events, the Derby hosts the NRHA Collegiate Reining Championship and offers a wide variety of activities the whole family can enjoy. The event draws over 1,200 entries competing in all classes, creates a \$5 million economic impact, and draws in nearly 30,000 attendees!

Derby Benefits

- Two banners displayed in each competition arena:
main coliseum and Adequan® arena
- 10x10-foot trade show space
- 30-second video spot to be shown on the big screen and NRHA's webcast
- Opportunity to participate in awards presentations
- Exposure in the event draw sheets
- Include promotional material for exhibitor packets
- Logo and/or name exposure through the event may include, but not limited to: **scoreboard, website, webcast, and press releases**
- Special show amenities: **VIP parking, VIP seating, VIP invitation to special show events, and NRHA Cantina lunch passes**



CORPORATE PARTNERSHIP AMENTITIES

Brand Recognition:

- Logo on NRHA.com with link to your website
- Logo displayed at NRHA headquarters
- Logo on Partner page in *NRHA Reiner* magazine

Media

- News release announcing partnership
- Eight full-page, full-color ads per year in *NRHA Reiner* magazine
- NRHA press release
- NRHA eNewsletter

Additional Benefits

- NRHA marks to indicate your official partnership
- Receive two NRHA member mailing lists annually
- Two emails sent annually to NRHA's email list
- Utilize social media, contests, and other forms of marketing



NRHA **AFFILIATE** **REGIONAL** **CHAMPIONSHIPS** **(ARC)**

NRHA AFFILIATE REGIONAL CHAMPIONSHIPS (OPTIONAL)

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 in Oklahoma City, Oklahoma. 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. It's the only way to make it to the Adequan® North American Affiliate Championships.

- Two banners to be displayed at each event
- 10x10-foot trade show space
- Name and/or logo will be included in advertising for ARCs
- Opportunity to participate in award presentations
- Recognition with name and/or logo for the following, but not limited to: 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**

NATIONAL CORPORATE PARTNERSHIPS

Three-year minimum commitment. Starting fee of \$30,000/annually

Includes NRHA Derby, NRHA Futurity & Aequan® NAAC, and corporate amenities. A combination of cash and in-kind can be considered.

AFFILIATE REGIONAL CHAMPIONSHIPS

Three-year minimum commitment with corporate partnership agreement:
Starting at \$15,000/annually.

Sammi Miller

Sr. Director, Corporate Relations & Communications

(405) 946-7400, x208

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3021 West Reno Ave

Oklahoma City, Oklahoma 73107

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.



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NATIONAL
REINING
HORSE
ASSOCIATION

EVENT OPPORTUNITIES



NRHA 

**NRHA FUTURITY
& ADEQUAN®
NORTH AMERICAN
AFFILIATE
CHAMPIONSHIPS**

EVENT FACTS

#1 REINING EVENT IN THE WORLD

OVER **80,000**

SPECTATORS AND PARTICIPANTS FROM 20
DIFFERENT COUNTRIES

OVER \$1,200,000 IN ADDED MONEY

#1 REINING HORSE SALE

GUARANTEED FIRST-PLACE
PRIZE OF AT LEAST \$250,000

2,000 ENTRIES

\$28 MILLION

IN DIRECT SPENDING IMPACT
ON OKLAHOMA CITY, WITH AN ECONOMIC
IMPACT OF MORE THAN \$67 MILLION

OVER \$2.25 MILLION PURSE & OVER \$350,000 IN PRODUCT AWARDED

SPONSORSHIP PACKAGES

	PLATINUM SPONSORSHIP (\$15,000)	GOLD SPONSOR (\$10,000)	SILVER SPONSOR (\$5,000)	BRONZE SPONSOR (\$2,500)
10x10-Foot Vendor Space	Included (location limited)	30% Discount	10% Discount	
Color Ad in Open/Non Pro Draw Sheets	Full-Page	Half-Page	Quarter-Page	Biz-Card
3x8-Foot Banner (high-traffic location)	3	2	1	1
Name and/or Logo on Electronic Scoreboard	X			
Name and/or Logo on Webcast	X	X	X	
Name and/or Logo on Live Score Webpage	X	X		
Name and/or Logo on NRHA Reiner's "Sponsor Thanks" Page	X	X	X	X
Logo and Link on Futurity Website	X	X	X	X
Sponsor PA During Event	X	X	X	X
VIP Badges	4	2	2	2
Cantina Lunch Passes	2	1		
VIP Parking Passes	2	1	1	1

Sponsorship Deadline: November 1.

EVENT FACTS

THIRD- LARGEST NRHA SHOW IN THE WORLD	ATTENDANCE IN EXCESS OF 30,000
	1,200+ ENTRIES
	\$620,000+ IN ADDED MONEY
\$12 MILLION ECONOMIC IMPACT	
\$4.5 MILLION IN DIRECT SPENDING	

NRHA DERBY SPONSORSHIP PACKAGES

	PLATINUM SPONSORSHIP (\$8,000)	GOLD SPONSOR (\$5,000)	SILVER SPONSOR (\$2,500)	BRONZE SPONSOR (\$1,500)
10x10-Foot Vendor Space	Included (location limited)	30% Discount	10% Discount	
Color Ad in Open/Non Pro Draw Sheets	Half page	Biz-Card		
3x8-Foot Banner (high-traffic location)	3	2	1	1
Name and/or Logo on Electronic Scoreboard	X	X		
Name and/or Logo on Webcast	X	X	X	
Name and/or Logo on Live Score Webpage	X	X		
Name and/or Logo on NRHA Reiner's "Sponsor Thanks" Page	X	X	X	X
Logo and Link on Derby Website	X	X	X	X
Sponsor PA During Event	X	X	X	
VIP Badges	4	2	2	2
Cantina Lunch Passes	2	2		
VIP Parking Passes	2	1	1	1

Ad Deadline: May 15.

THANK YOU.
FOR MORE
INFORMATION,
PLEASE
CONTACT:

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SMILLER@NRHA.COM

NRHA

