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**NRHA** 

**2026 PARTNERSHIP  
OPPORTUNITIES**

TITLE, CORPORATE, RANCH  
AND SHOW SPONSORSHIPS

*Jimanik*  
PHOTOGRAPHY



# MEMBER DEMOGRAPHICS

## CORE DEMOGRAPHICS

PREDOMINANTLY **FEMALE**, WITH AN AVERAGE AGE OF **48.7**  
**MARRIED**, WITH PRIMARY INCOME DERIVED FROM THE **EQUINE INDUSTRY**

## AFFLUENT & EDUCATED

AVERAGE ANNUAL INCOME: **\$100K-\$150K** - **55%** EARN **MORE THAN \$100K**  
**ANNUALLY** - **49%** HOLD AT LEAST A **BACHELOR'S DEGREE**

## PROPRIETORS & DECISION-MAKERS

**70%** OWN A **FARM OR RANCH**  
MEAN VALUE OF **LAND, FACILITIES, AND EQUIPMENT: \$500K-\$1M**

## HOUSEHOLD & LIFESTYLE

**50%** LIVE IN **TWO-PERSON HOUSEHOLDS**  
**72%** DO **NOT** HAVE CHILDREN AT HOME

## CROSS-DISCIPLINE CONVERTS

THE AVERAGE MEMBER IS **MOST LIKELY TO HAVE PARTICIPATED**  
**IN ANOTHER SHOWING DISCIPLINE** PRIOR TO JOINING NRHA

## LOYAL & PASSION-DRIVEN

MOST MEMBERS HAVE BEEN PART OF **NRHA FOR 10+ YEARS**  
JOINED PRIMARILY DUE TO A **STRONG APPRECIATION FOR THE SPORT**

## DEEPLY ENGAGED PARTICIPANTS

TYPICALLY **ATTEND AND/OR COMPETE IN 1-5 NRHA-APPROVED SHOWS PER**  
**YEAR** - WILLING TO TRAVEL **100-500 MILES** FROM HOME TO PARTICIPATE

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## C O R P O R A T E   P A R T N E R   B E N E F I T S

**NRHA TITLE, CORPORATE, AND RANCH PARTNERS RECEIVE A COMPREHENSIVE SUITE OF HIGH-IMPACT BENEFITS DESIGNED TO DELIVER MEANINGFUL BRAND EXPOSURE AND EXCLUSIVE ACCESS. OPPORTUNITIES INCLUDE PROMINENT ON-SITE AND DIGITAL ADVERTISING, PA AND JUMBOTRON RECOGNITION, VIP ACCESS TO PREMIER NRHA EVENTS AND PRIVATE FUNCTIONS, AND PRIORITY PLACEMENT ACROSS KEY AMENITIES SUCH AS STALLS, RV SPACES, SEATING, SIGNAGE, AND MORE.**

**THE FOLLOWING PAGES HIGHLIGHT THE FULL SCOPE OF SPONSORSHIP BENEFITS AVAILABLE ACROSS NRHA PRINT AND SOCIAL MEDIA PLATFORMS, THE NRHA FUTURITY®, NRHA DERBY®, AND SELECT AFFILIATE REGIONAL CHAMPIONSHIP EVENTS.**

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# CORPORATE PARTNER BENEFITS

## BRAND RECOGNITION

- **LINKED LOGO PLACEMENT ON NRHA.COM,** DRIVING DIRECT VISIBILITY AND TRAFFIC
- **ON-SITE LOGO DISPLAY AT NRHA HEADQUARTERS,** REINFORCING YEAR-ROUND BRAND PRESENCE
- **LOGO INCLUSION ON THE NRHA PARTNER PAGE IN NRHA REINER MAGAZINE,** AS WELL AS IN **OFFICIAL SHOW PROGRAMS AND DRAW SHEETS**
- **ARENA SIGNAGE AND VIDEO PLACEMENTS** AT MARQUEE EVENTS INCLUDING THE **NRHA 6666 DERBY® PRESENTED BY MARKEL, NRHA FUTURITY®, AND ADEQUAN® NAAC**
- **BRAND INTEGRATION WITHIN LIVE FEED VIDEO COVERAGE AT THE NRHA DERBY® AND NRHA FUTURITY®**

## MEDIA PLACEMENT

- FULL PAGE, COLOR AD IN THE NRHA REINER MAGAZINE
- NRHA E-NEWSLETTER

## ADDITIONAL BENEFITS

- **OPPORTUNITY FOR PARTIES AT NRHA-OWNED EVENTS,** OFFERING EXCLUSIVE ENGAGEMENT WITH MEMBERS AND STAKEHOLDERS
- **INCLUSION IN CORPORATE PARTNER MEMBERSHIP EMAIL COMMUNICATIONS,** EXTENDING REACH DIRECTLY TO THE NRHA AUDIENCE
- **PARTNER-SPECIFIC SOCIAL MEDIA POSTS,** DESIGNED TO AMPLIFY BRAND MESSAGING ACROSS NRHA PLATFORMS



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## CORPORATE PARTNER EXPOSURE NRHA FUTURITY® & ADEQUAN® NAAC

HELD ANNUALLY NOVEMBER–DECEMBER AT STATE FAIR PARK IN OKLAHOMA CITY, THE NRHA FUTURITY® DRAWS **3,000+ GLOBAL ENTRIES** AND FEATURES ELITE COMPETITION FOR A **\$350,000 GUARANTEED FIRST-PLACE PAYOUT** WITHIN A **\$3.75+ MILLION PURSE**. THE EVENT INCLUDES THE **ADEQUAN® NAAC**, ANCILLARY CLASSES, AND THREE MAJOR SALES, GENERATING **\$19+ MILLION IN ECONOMIC IMPACT** AND REACHING **120,000+ IN-PERSON AND VIRTUAL SPECTATORS WORLDWIDE**.

## CORPORATE PARTNER BENEFITS

- **BANNER PLACEMENT** IN EACH COMPETITION ARENA: **OG&E COLISEUM AND ADEQUAN® ARENA**
- **10' X 10' VENDOR SPACE** INCLUDED (ADDITIONAL SPACE AVAILABLE FOR PURCHASE)
- **TWO 30-SECOND VIDEO SPOTS** FEATURED ON THE **JUMBOTRON AND EVENT WEBCAST**
- **PARTICIPATION IN AWARD PRESENTATIONS**
- **BRAND EXPOSURE IN OFFICIAL EVENT DRAW SHEETS**
- **OPPORTUNITY TO INCLUDE PROMOTIONAL MATERIALS IN EXHIBITOR PACKETS**
- **LOGO AND/OR NAME RECOGNITION** ACROSS EVENT PLATFORMS, INCLUDING SCOREBOARD, WEBSITE, WEBCAST, AND MORE
- **VIP SHOW AMENITIES, INCLUDING PARKING, SEATING, INVITATIONS TO SPECIAL EVENTS, AND LUNCH PASSES**

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## CORPORATE PARTNER EXPOSURE **6666 NRHA DERBY® PRESENTED BY MARKEL**

THE 6666 DERBY® PRESENTED BY MARKEL, HELD EACH JUNE AT STATE FAIR PARK IN OKLAHOMA CITY, FEATURES THE INDUSTRY'S TOP 4- TO 7-YEAR-OLD REINING HORSES COMPETING FOR **\$1.67+ MILLION IN TOTAL ADDED MONEY**. BEYOND THE COMPETITION, THE DERBY OFFERS **FAMILY-FRIENDLY ACTIVITIES**, DRAWING **1,200+ ENTRIES** ACROSS ALL CLASSES. THE EVENT GENERATES **\$8 MILLION IN ECONOMIC IMPACT** AND ATTRACTS **50,000+ IN-PERSON AND VIRTUAL SPECTATORS WORLDWIDE**.

### CORPORATE PARTNER BENEFITS

- **BANNER PLACEMENT** IN EACH COMPETITION ARENA: **OG&E COLISEUM AND ADEQUAN® ARENA**
- **10' X 10' VENDOR SPACE** INCLUDED (ADDITIONAL SPACE AVAILABLE FOR PURCHASE)
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## CORPORATE PARTNER EXPOSURE AFFILIATE REGIONAL CHAMPIONSHIPS OPTION

THE **NRHA AFFILIATE REGIONAL CHAMPIONSHIPS (ARCS)** ARE **OPTIONAL ACTIVATION OPPORTUNITIES** FOR CORPORATE PARTNERS, SPANNING **11 NORTH AMERICAN REGIONS** AND SERVING AS QUALIFIERS FOR THE **ADEQUAN® NORTH AMERICAN AFFILIATE CHAMPIONSHIPS** HELD ALONGSIDE THE **NRHA FUTURITY®**. TOP COMPETITORS IN EACH DIVISION EARN THE CHANCE TO ADVANCE TO THE **GRAND STAGE IN OKLAHOMA CITY**.

### CORPORATE PARTNER BENEFITS

- **BANNER PLACEMENT AT ARC EVENTS**, WHEN AVAILABLE
- **10' X 10' VENDOR SPACE**, WHEN AVAILABLE
- **NAME AND/OR LOGO INCLUSION** IN ARC ADVERTISING
- **PARTICIPATION IN AWARD PRESENTATIONS**
- **LOGO AND/OR NAME RECOGNITION** ACROSS EVENT PLATFORMS, INCLUDING **SCOREBOARD, EVENT ADVERTISING, AND PRESS RELEASES**, WHEN AVAILABLE
- **ADVERTISEMENT PLACEMENT IN ARC EVENT PROGRAMS**, WHEN AVAILABLE
- **SPECIAL SHOW AMENITIES**, WHEN AVAILABLE

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# PARTNERSHIP INVESTMENT

## CORPORATE PARTNERSHIP

- UP TO **THREE-YEAR** COMMITMENT
- INCLUDES **6666 NRHA DERBY® PRESENTED BY MARKEL, NRHA FUTURITY® AND ADEQUAN® NAAC, AND CORPORATE AMENITIES**
- STARTING INVESTMENT OF **\$40,000 ANNUALLY**

## RANCH PARTNERSHIP

- UP TO **THREE-YEAR** COMMITMENT
- STARTING INVESTMENT OF **\$30,000 ANNUALLY**

## AFFILIATE REGIONAL CHAMPIONSHIPS

- UP TO **THREE-YEAR** COMMITMENT IN ADDITION TO CORPORATE PARTNERSHIP AGREEMENT
- STARTING INVESTMENT OF **\$15,000 ANNUALLY**

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THE WORLD'S  
RICHEST REINING  
NEARLY \$4 MILLION IN PAYOUT



**131,445 HOURS**  
OF LIVESTREAM WATCHED

**2,825 ENTRIES**  
ALL LEVELS & DIVISIONS

**17,017**  
IN-PERSON  
ATTENDANCE

**+7.5M**  
TOTAL SOCIAL  
VIDEO VIEWS

**#1**  
REINING HORSE  
SALE

**SPONSORSHIP PACKAGES - (X = PROVIDED), CAN MOVE AMMENITIES TO DIFFERENT LEVELS, ABILITY TO DONATE IN-KIND AWARDS FOR UP TO HALF OF SPONSORSHIP - VALUED AT 50% OF RETAIL PRICING**

	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000
10'X10' VENDOR SPACE	INCLUDED	30% DISCOUNT	10% DISCOUNT
FULL PAGE COLOR AD IN EVENT PROGRAM	X		
BANNER (HIGH-TRAFFIC LOCATION)	2	1	
LOGO ON JUMBOTRON	X	X	X
LISTING ON WEBCAST	X	X	X
LISTING ON LIVESCORE	X	X	X
NAME AND/OR LOGO IN REINER MAGAZINE	X	X	X
LINKED LOGO ON FUTURITY WEBSITE	X	X	X
SPONSOR PA DURING EVENT	X	X	
VIP BADGES	4	2	2
LUNCH PASSES	2	2	1
VIP PARKING PASSES	2	1	1





**\$8.8 MILLION**  
ECONOMIC IMPACT

**4,300+ ENTRIES**  
ALL LEVELS & DIVISIONS

ATTENDANCE IN ACCESS OF  
**30,000**

**+\$4.5M**  
DIRECT  
SPENDING

**MORE THAN \$1.5M IN PAYOUT**  
THE THIRD LARGEST  
REINING IN THE WORLD

6666<sup>®</sup>  
**NRHA**  
*Derby*<sup>®</sup>  
PRESENTED BY  
**MARKEL**

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500
10'X10' VENDOR SPACE	INCLUDED	30% DISCOUNT	10% DISCOUNT
FULL PAGE COLOR AD IN EVENT PROGRAM	X		
BANNER (HIGH-TRAFFIC LOCATION)	2	1	
LOGO ON JUMBOTRON	X	X	X
LISTING ON WEBCAST	X	X	X
LISTING ON LIVESCORE	X	X	X
NAME AND/OR LOGO IN REINER MAGAZINE	X	X	X
LINKED LOGO ON FUTURITY WEBSITE	X	X	X
SPONSOR PA DURING EVENT	X	X	
VIP BADGES	4	2	2
LUNCH PASSES	2	2	1
VIP PARKING PASSES	2	1	1







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**NRHA** 

**THANK YOU FOR CONSIDERING  
PARTNERING WITH THE NATIONAL REINING  
HORSE ASSOCIATION.**

FOR MORE INFORMATION, PLEASE CONTACT:

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