



# 2023 Sponsorship Opportunities



[www.cowhorse.ca](http://www.cowhorse.ca)

# The Reined Cow Horse



Since 1981, The Alberta Reined Cow Horse Association (ARCHA) has promoted the tradition of showing, training and breeding world champion working cow horses. These talented equine athletes epitomize western traditions and equine sport. Infusing all the western disciplines (herd, reining and cow work), the working cow horse is an extreme athlete! Competing in Futurities, Derbys and Horse Show events, the horse and rider cut cows from a herd with precision, execute difficult riding manoeuvres and control a cow at speed with eloquence. Pure adrenaline!

*"Some people dream of success, while other people get up every morning and make it happen."*

W. HUIZENGA

# Rural Roots – Our Membership

The ARCHA has dedicated youth, adult and senior members with deep roots within rural Alberta. With over 40% of members belonging to the association for five to ten years, they are dedicated and passionate about horses, sport and the western rural lifestyle.

56% of our members are female and 44% male with an average income of over \$100,000. They love their sport, and they make sure they are equipped for it to be as successful and enjoyable as possible. Over 95% indicated they would change their buying habits to support sponsorship products and services.

Would you like to make meaningful connections with this audience?



FACEBOOK

3,000 Active Followers



WEBSITE

cowhorse.ca



LIVE STREAM

HD2 Sports

All shows feature youth, open, non-pro, and ranch classes. Events are promoted on the ARCHA website, via live-feed (futurity and derby), the Mail Chimp mail list and to over 3,000 active social media followers.



Over 95% indicated they would change their buying habits to support sponsorship products and services.



Life in Rural Alberta



POTENTIAL DIRECT TARGET AUDIENCE REACH

3,000+



Krystina Lynn  
PHOTOGRAPHY



# Community Impact

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## Support Local Businesses

Our members travel from all over western Canada to participate in our events. While at shows they support local businesses such as hotels, dining, grocery & retail stores impacting the local economy.



## Engage & Support Volunteerism

We are grass roots organization, operating mainly via volunteer labour. You will see volunteers at shows scribing for judges, announcing, opening gates, handling cattle, and many other key operational roles.



## Collaboration With Youth

From numerous youth horse show classes, partnerships with High School Rodeo, and a youth scholarship fund we are proud to support the youth in our sport and are thrilled to watch them progress in their love for horsemanship, education and sports.

# Engage Our Membership – Your Customer

The ARCHA is looking to partner with dynamic organizations like yours to help deliver a truly outstanding 2023 show season featuring Alberta's best cowhorses, cowboys and cowgirls. Contributions from our supporters enable us to provide competitors the opportunity to participate in Western Canada's premier horse events.

Through your support, you have direct access to your target audience - a unique opportunity to get to know your customer and promote and/or reinforce your product and services directly and drive your business objectives.

In 2022, ARCHA will host various weekend shows throughout Alberta with three Premier events; the Cowtown Derby & Stock Horse Show, Summer Spectacular and later in the year the Alberta Snaffle Bit Futurity & Dave Robson Derby. Many of these events will be cross sanctioned with the National Reined Cow Horse Association, headquartered in Pilot Point, Texas allowing our members to compete on an international scale.

In addition, a series of clinics and training events will be hosted throughout the show season engaging members. Events attract top competitors from across Canada and the USA. The show season runs April to October annually.

## *What Our Supporters Are Saying*

*We have been a proud supporter of the Alberta Reined Cow Horse Association for over 5 years. Our participation allows us to directly align with our target audience and support both horse and rider.*

**DR. SUZON SCHAAL**  
**TD Equine Veterinary Group**



# Sponsorship Opportunities

Sponsorship opportunities can be customized to address the specific needs of your organization. Based on investment amounts, marketing benefits include site signage, social media mentions, content sharing, corporate logo on website, event photos, give-aways, product sampling and MC acknowledge at events. Investments range from \$250 to \$5,000+ and can be cash, product, or a combination thereof.

Sponsorship examples include:

## ELITE BENEFITS

**\$5,000**

- Premier event sponsors (name associated with one event)
- Presentation opportunity and photo with winners at event
- Acknowledgement in Premier event promotions
- Opportunity to present year-end awards at banquet
- Arena signage at all ARCHA events (supplies by sponsor)
- Event photos provided for promotional usage on website, social media and other platforms
- Two tickets to the ARCHA year-end banquet
- Acknowledgement in day/draw sheet at Premier events
- A minimum of six social media mentions on Facebook
- Promotional mention by announcer
- Logo and Link on ARCHA website

## PLATINUM BENEFITS

**\$2,500**

- Opportunity to present year-end awards at banquet
- Arena signage at all ARCHA events (supplies by sponsor)
- Event photos provided for promotional usage on website, social media and other platforms
- Two tickets to the ARCHA year-end banquet
- Acknowledgement in day/draw sheet at Premier events
- A minimum of four social media mentions on Facebook
- Promotional mention by announcer
- Logo and Link on ARCHA website

## PARTNER BENEFITS

**\$1,500**

- Arena signage at all ARCHA events (supplies by sponsor)
- Event photos provided for promotional usage on website, social media and other platforms
- Two tickets to the ARCHA year-end banquet
- Acknowledgement in day/draw sheet at Premier events
- A minimum of three social media mentions on Facebook
- Promotional mention by announcer
- Logo and Link on ARCHA website

## SUPPORTER BENEFITS

**\$1,000**

- Acknowledgement in day/draw sheet at Premier events
- A minimum of two social media mentions on Facebook
- Promotional mention by announcer
- Logo and Link on ARCHA website





# Premier Event Class Sponsorship

Alberta Reined Cow Horse Association produces many events annual including Practices, Weekend Shows, and our Premier Events:

- Cowtown Derby
- Alberta Snaffle Bit Futurity & Dave Robson Derby

These events are highlights for our members, offering historically larger purses, aggregate prizes, and champion / reserve champion status. With an average of 28 classes per major event, there is opportunity for sponsor recognition at individual class level; perfect for those that want to tailor where their funds are recognized.

## FUTURITY / DERBY CLASS SPONSOR \$550

### BENEFITS

- Promotional mention by announcer
- Logo recognition on livestream broadcast
- Logo and Link on ARCHA social media
- Opportunity to present class prizes to champion & reserve champion

## HORSE SHOW CLASS SPONSOR \$400

### BENEFITS

- Promotional mention by announcer
- Logo recognition on livestream broadcast
- Logo and Link on ARCHA social media
- Opportunity to present class prizes to champion & reserve champion

## HIGH SCORE CASH SPONSOR \$300

### BENEFITS

- Promotional mention by announcer
- Logo recognition on livestream broadcast
- Logo and Link on ARCHA social media
- 8 Awards available: Rein, Fence, Herd, Box Horse Show & LAE classes

## IN KIND PRODUCT SPONSOR \$XXX

### DONATE PRODUCT OR % OFF TO BE USED AT EVENT FOR PRIZES / AWARDS

- Promotional mention by announcer
- Logo recognition on livestream broadcast
- Logo and Link on ARCHA social media
- Opportunity to present class prizes to champion & reserve champion



*Sign Us Up!*

Yes, our business would like to sponsor  
Alberta Reined Cow Horse Association in 2023.

Business / Individual Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

If you don't have a banner, we can have one produced at your expense. Please advise.

Would you like to be on our email list? **Yes / No**

Do you have a banner? **Yes / No**

### Sponsorship Package Selected:

All Prices Listed Are Exclusive Of GST

Elite	\$5000	Platinum	\$2500	Partner	\$1500	Supporter	\$1500
LAE Class Sponsor	\$550	Horse Show Class Sponsor	\$400	High Score Prize	\$300		
Custom	\$ _____						

Notes: \_\_\_\_\_



Please return this form to your sponsorship contact or [info@cowhorse.ca](mailto:info@cowhorse.ca) along with your company logo in .jpg / .png file format, and any verbiage to be used by our announcer at our upcoming events.

A photograph of a cowboy on a brown horse, seen from behind, working a black cow in a corral. The cowboy is wearing a plaid shirt, jeans, and a cowboy hat. The horse is kicking up a cloud of dust. The background is a light-colored wall with a metal railing.

# Let's work together!

We thank you for  
your support!

*Kristina Lynn*  
PHOTOGRAPHY

## 2023 SPONSORSHIP COMMITTEE

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