

Sponsorship Opportunities

National Reining Horse Association Futurity & Adequan® North American Affiliate Championship Show



The National Reining Horse Association Futurity & Adequan® North American Affiliate Championship Show is the world's richest reining event with local and international participants and spectators converging on Oklahoma City. The 10-day show is held starting Thanksgiving Day and concludes the first weekend in December. It includes a western trade show, celebrity reining, horsemanship clinic, three horse sales and the FEI World Reining Masters - a step towards Olympic competition for the sport of Reining.

Last year, the event witnessed an 18% increase overall with the total purse exceeding \$1.5 Million. In addition, the event contributes \$44.3 Million in Economic Impact and \$10.8 Million in Direct Spending to the Oklahoma City area placing it among the major equine events in the world. A wide variety of sponsorship packages are offered giving everyone an opportunity to be involved in the National Reining Horse Association Futurity & Adequan® North American Affiliate Championship Show.

Platinum Sponsor - \$15,000

- 10ft x 10ft Vendor Space in trade show. Trade show fees apply.
- Full page color ad in NRHA Futurity Program
- Sponsor Logo Displayed in Sponsor Rotation on the Main Arena Electronic Score Board
- Sponsor Logo Displayed in Sponsor Rotation on the internet Live Scoring page on nrha.com
- One (1) Arena banner no larger than 3' x 8', located in the Oklahoma State Fair Coliseum Arena
- One (1) banner no larger than 3' x 8', located in a highly visible area on the show grounds
- Listed as a Platinum Sponsor in The Score publication
- Logo placement on NRHA website, with link to sponsor site
- Four (4) VIP Badges good for entire event including admission to VIP receptions
- Four (4) coupon books toward daily lunch in the Cantina for 9 days
- Two (2) Sponsor parking passes
- Recognized in Sponsor Announcements during the event
- Recognized on the "Thank You to Sponsors" page in the *NRHA Reiner*

Gold Sponsor - \$10,000

- 10ft x 10ft Vendor Space in trade show. Trade show fees apply.
- Full page color ad in NRHA Futurity Program
- Sponsor Logo Displayed in Sponsor Rotation on the Main Arena Electronic Score Board
- Sponsor Logo Displayed in Sponsor Rotation on the internet Live Scoring page on nrha.com
- One (1) Arena banner no larger than 3' x 8', located in the Super Barn
- One (1) banner no larger than 3' x 8', located in a highly visible area on the show grounds
- Listed as a Gold Sponsor in The Score publication
- Logo placement on NRHA website, with link to sponsor site
- Four (4) VIP Badges good for entire event including admission to VIP receptions
- Four (4) coupon books toward daily lunch in the Cantina for 9 days
- Two (2) Sponsor parking passes
- Recognized in Sponsor Announcements during the event
- Recognized on the "Thank You to Sponsors" page in the *NRHA Reiner*



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Silver Sponsor - \$5,000

- Half page color ad in the NRHA Futurity Program
- Sponsor Logo Displayed in Sponsor Rotation on the Main Arena Electronic Score Board
- One (1) banner no larger than 3' x 8', located in a highly visible area on the show grounds
- Listed as a Silver Sponsor in The Score publication
- Logo placement on NRHA website, with link to sponsor site
- Two (2) coupon books toward daily lunch in the Cantina for 9 days
- Two (2) VIP Badges good for entire event including admission to VIP reception
- One (1) Sponsor parking pass
- Recognized in Sponsor Announcements during the event
- Recognized on the "Thank You to Sponsors" page in the *NRHA Reiner*

Bronze Sponsor - \$2,500

- One (1) banner no larger than 3' x 8', located in a highly visible area on the show grounds
- Quarter page color ad in the NRHA Futurity Program
- Logo placement on NRHA website, with link to sponsor site
- Two (2) VIP Badges good for entire event including admission to VIP reception
- Recognized in Sponsor Announcements during the event
- Recognized on the "Thank You to Sponsors" page in the *NRHA Reiner*

NAAC Premium Class Sponsor - \$1,500 Product / \$1,000 Cash (15 available NAAC Classes)

- One (1) banner no larger than 3' x 8', located in a highly visible area on the show grounds
- Logo placement on NRHA web site, with link to sponsor site
- Two (2) Exhibitor's passes, allowing general admission access to all arenas for the entire event
- Product and/or information displayed in special awards display
- Public announcements recognizing you during sponsored class.

Ancillary Premium Class Sponsor - \$1,000 Product / \$750 Cash (15 available Ancillary Classes)

- One (1) banner no larger than 3' x 8', located in a highly visible area on the show grounds
- Logo placement on NRHA web site, with link to sponsor site
- One (1) Exhibitor pass, allowing general admission access to all arenas for the entire event
- Product and/or information displayed in special awards display
- Public announcements recognizing you during sponsored class.

Futurity Reserve Champion Buckle Sponsor - \$750 (Cash only - 13 available)

- One (1) banner displayed in a location of interest during the event
(Max. size 3'T x 8'W, vinyl banner provided by sponsor and delivered to NRHA by Nov. 10)
- One (1) color logo and hyperlink to web site address on the NRHA web site in recognition of your level of sponsorship.
- One (1) Exhibitor Pass, allowing General Admission for the duration of the event. (To be picked up at show by sponsor)
- Public announcements in the Coliseum recognizing level of sponsorship during awards presentation of sponsored class.
- One (1) color logo and web site address in the "The Score" printed for distribution at both the Non Pro and Open Futurity Finals. The listing will recognize level of sponsorship. (Logo to be provided by sponsor to NRHA by Nov. 10)



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NAAC Class Sponsor - \$750 Product / \$500 Cash (15 available NAAC Classes)

- Logo placement on NRHA web site, with link to sponsor site
- One (1) Exhibitor pass, allowing general admission access to all arenas for the entire event
- Product and/or information displayed in special awards display
- Public announcements recognizing you during awards presentation of sponsored class.

Ancillary Class Sponsor - \$500 Product / \$300 Cash (15 available NAAC Classes)

- Logo placement on NRHA web site, with link to sponsor site
- One (1) Exhibitor pass, allowing general admission access to all arenas for the entire event
- Public announcements recognizing you during awards presentation of sponsored class.

Open Futurity Finalist Buckle Sponsor - \$500 (Cash only)

- One (1) color logo and web site address in the "The Score" printed for distribution at both the Non Pro and Open Futurity Finals. The listing will recognize your level of sponsorship. (Logo to be provided by sponsor to NRHA by Nov. 10)
- One (1) color logo and hyperlink to web site address on the NRHA web site in recognition of your level of sponsorship
- One (1) Exhibitor Pass, allowing General Admission for the duration of the event. *(To be picked up at show by sponsor)*
- Public announcements in the Coliseum recognizing level of sponsorship during awards presentation of sponsored class.

Yes! Please contact me about becoming a 2009 NRHA Futurity and Adequan® North American Championship Show Sponsor. I am interested in becoming a _____ level sponsor.

No, I do not want to become a sponsor the 2009 NRHA Futurity and Adequan® North American Championship Show, but please contact me in the future for more sponsorship opportunities.

Name of Sponsoring Business/Ranch: _____ Main Contact Person: _____

Daytime Phone: _____ Additional Phone: _____

Mailing Address: _____

Email Address: _____ Web Site: _____

Please return to: NRHA, Attn: Todd Barden, 3000 N.W. 10th Street, Oklahoma City, OK 73107

For more info, contact the NRHA Marketing Department:

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