

Level 1/All-Breed
SPONSORSHIP
opportunities





the **GOAL**

The goal of the Level 1/All-Breed shows and clinics is to provide a fun environment for riders of all skill levels and horses of all breeds while promoting sportsmanship and furthering the education and horsemanship of the competitors. These shows are designed to provide an affordable place to show and learn for any age exhibitor.





The Arkansas Quarter Horse Association has been a staple in the equine show industry in Arkansas for decades.

Key moments in ArQHA's history:

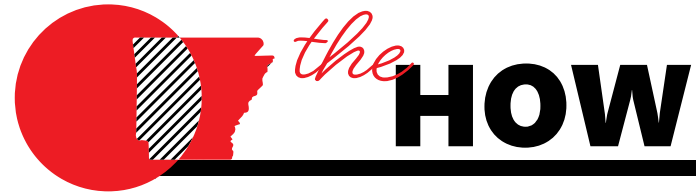
The **first AQHA shows** held at the state fair in the **late 1950's and early 1960's**.

The **1983 Arkansas Jamboree Futurity** held at Barton Coliseum with **over \$100,000 paid out in prize money** and **ranked third in the nation** behind the Congress and Texas Classic that year.

The 1990's when **ArQHA shifted its focus towards growing the youth association** and taking teams to the Youth World Show each year.

From 2010-20, ArQHA was frequently in Division 1 at Youth World with states like Texas, Oklahoma, and Ohio because of the large number of youth exhibitors it took to compete. On more than one occasion, **ArQHA has taken the fourth largest number of youth and horses to Youth World competing out of all 50 states and outside countries.**





Each Level 1/All-Breed show will feature clinics presented by knowledgeable specialist from all backgrounds of the equine industry including AQHA Professional Horsemen, judges, trainers, veterinarians, nutrition researchers, and more.

The shows will feature classes that demonstrate the diversity of the American Quarter horse including halter, western pleasure, hunter under saddle, trail, ranch riding, barrels, and more! Divisions will include AQHA and All-Breed classes as well as Walk-Trot and walk-trot-lope classes for all levels of riders.



WHY SHOULD *you sponsor?*

Partnering with ArQHA gives you the unique opportunity to connect and engage with consumers and decisions makers in the equestrian show industry and beyond.

In 2021, ArQHA had exhibitors from 11 different states come and compete: Arkansas, Tennessee, Mississippi, Louisiana, Missouri, Texas, Oklahoma, Kentucky, Illinois, Alabama, and California.

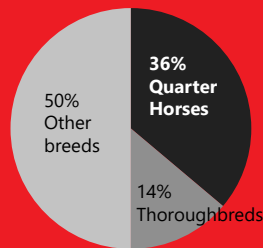
ArQHA exhibitors range from hobby horse owners to breeding barns to full time ranchers and more. Costs incurred by owners include more than just vet bills and feed for horses. It includes purchasing trucks, horse and utility trailers, campers and RVs, tractors, ATVs and golf carts, fencing, and building materials. The majority of exhibitors in ArQHA have full-time professions outside the equine industry including doctors, teachers, bankers, engineers, and entrepreneurs. While their professions are diverse, their love for their horses is clear and dedicated.



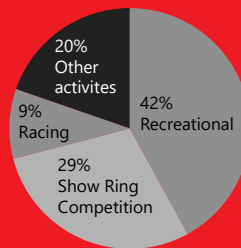
the STATS

Arkansas has an approximate equine population of 168,000.

Breed Type



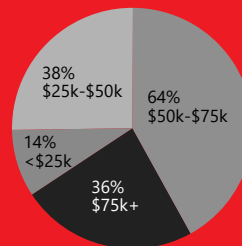
Primary Use



An estimated 65,000 households have horses.

Arkansas features the 2nd most horses per person state in the eastern half of the United States, trailing only Kentucky.

Percentage of Owners by Household Income
(national statistic)



A combination of horse maintenance costs, capital investment, and support costs makes this a \$3.5 billion industry in Arkansas alone.

the **VENUE&DATES**

The Saline County Fairgrounds is a central location in the state and is ideal when it comes to competitors from every corner of the state.

3.5 hours from Bentonville in NW Arkansas

3 hours from Texarkana in SW Arkansas

2.5 hours to Lake Village in SE Arkansas

3.5 hours to Piggot in NE Arkansas

One of the largest events equine events held in the state every year is the Arkansas State Championship Horse show held on Labor Day weekend. It attracts around 2,000 exhibitors and over 1,500 horses making it the nation's largest open horse show west of the Mississippi River. The dates for both Level 1/All-Breed horse shows were well thought out concerning the State Show.

The No Bling Spring Fling March 26-27 dates are before most open shows start which allows it to be a great warm-up for those open show horses and exhibitors who have not been shown since the winter.

The Stirrup a Little Fun August 20-21 dates are two weeks before the State Show making it the ideal warm-up show for the State Show itself. It will feature clinics over the State Show horsemanship, ranch riding, and reining patterns as well as use State Show patterns for the show!





SPONSORSHIP

levels

	TITLE <i>sponsorship</i>	\$5,000+
	CLINIC <i>sponsorship</i>	\$2,500
	PLATINUM <i>sponsorship</i>	\$1,000
	GOLD <i>sponsorship</i>	\$750
	SILVER <i>sponsorship</i>	\$500
	BRONZE <i>sponsorship</i>	\$250
	CLASS <i>sponsorship</i>	\$50



TITLE *sponsorship*

\$5,000+

Designation

- | **Exclusive sponsor (1 per show)**
- | **Recognition as the Title Sponsor** of the Level 1/All-Breed Show in all marketing and promotion for the event

VIP Amenities

- | **Premiere RV and stalling locations** at both Level 1/All-Breed shows
- | **One complementary, choice vendor spot** at both Level 1/All-Breed shows with an invitation to come to all ArQHA shows for the show season
- | **Invitation to the Year-end Awards banquet**

Award Sponsorship

- | The opportunity to sponsor **one (1) L1 Series High-Point award and two (2) Class awards** with the option to provide product or a prize
- | The opportunity to **participate in the L1 Series High-Point awards presentation**

On-site Branding

- | **Four (4) banners** displayed at both Level 1/All-Breed shows and one (1) banner displayed at all ArQHA shows for the show season (provided by sponsor)
- | **Five (5) recognition announcements** per day at the Level 1/All-Breed shows (script provided by sponsor)
- | The opportunity to **distribute informational material** near the show office at both Level 1/All-Breed shows and all ArQHA shows for the show season

Logo Identification

- | **Logo displayed on ArQHA website** on the Sponsorship page and the Level 1/All-Breed show page with hyperlink to website
- | **Logo on the scroll bar** displayed on every page on the ArQHA website with hyperlink to website



CLINIC *sponsorship*

\$2,500

Designation

- | **Exclusive sponsor (1 per show)**
- | **Recognition as the Clinic Sponsor** of the Level 1/All-Breed Show in all marketing and promotion for the event

VIP Amenities

- | **Premiere RV and stalling locations** at both Level 1/All-Breed shows
- | **One complementary, choice vendor spot** at both Level 1/All-Breed shows with an invitation to come to all ArQHA shows for the show season
- | **Invitation to the Year-end Awards banquet**

Award Sponsorship

- | The opportunity to sponsor **one (1) L1 Series High-Point award and one (1) Class award** with the option to provide product or a prize
- | The opportunity to **participate in the L1 Series High-Point awards presentation**

On-site Branding

- | **Three (3) banners** displayed at both Level 1/All-Breed shows and one (1) banner displayed at all ArQHA shows for the show season (provided by sponsor)
- | **Three (3) recognition announcements** per day at the Level 1/All-Breed shows (script provided by sponsor)
- | The opportunity to **distribute informational material** near the show office at both Level 1/All-Breed shows and all ArQHA shows for the show season

Logo Identification

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PLATINUM

sponsorship

\$1,000

VIP Amenities

- | **Premiere stalling location** at both Level 1/All-Breed shows
- | **One complementary, choice vendor spot** at both Level 1/All-Breed shows
- | **Invitation to the Year-end Awards banquet**

Award Sponsorship

- | The opportunity to sponsor **one (1) L1 Series High-Point award or two (2) Class awards** with the option to provide product or a prize
- | The opportunity to **participate in the L1 Series High-Point awards presentation**

On-site Branding

- | **Two (2) banners** displayed at both Level 1/All-Breed shows and one (1) banner displayed at all ArQHA shows for the show season (provided by sponsor)
- | **Two (2) recognition announcements** per day at the Level 1/All-Breed shows (script provided by sponsor)
- | The opportunity to **distribute informational material** near the show office at both Level 1/All-Breed shows and all ArQHA shows for the show season

Logo Identification

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- | **Logo on the scroll bar** displayed on every page on the ArQHA website with hyperlink to website



GOLD *sponsorship*

\$750

Award Sponsorship

The opportunity to sponsor **two (2) Class awards** with the option to provide product or a prize

On-site Branding

One (1) banners displayed at both Level 1/All-Breed shows (provided by sponsor)

Daily recognition announcements per day at the Level 1/All-Breed shows

The opportunity to **distribute informational material** near the show office at both Level 1/All-Breed shows and all ArQHA shows for the show season

Logo Identification

Logo displayed on ArQHA website on the Sponsorship page and the Level 1/All-Breed show page with hyperlink to website



SILVER *sponsorship*

\$500

Award Sponsorship

The opportunity to sponsor **two (2) Class awards** with the option to provide product or a prize

On-site Branding

One (1) banners displayed at both Level 1/All-Breed shows (provided by sponsor)

Daily recognition announcements per day at the Level 1/All-Breed shows

The opportunity to **distribute informational material** near the show office at both Level 1/All-Breed shows and all ArQHA shows for the show season

Logo Identification

Logo displayed on ArQHA website on the Sponsorship page and the Level 1/All-Breed show page with hyperlink to website

BRONZE *sponsorship* **\$250**

Award Sponsorship

The opportunity to sponsor **one (1) Exhibitor Meal or one (1) Class award** with the option to provide product or a prize

On-site Branding

One (1) banners displayed at both Level 1/All-Breed shows (provided by sponsor)

Daily recognition announcements per day at the Level 1/All-Breed shows

Logo Identification

Logo displayed on ArQHA website on the Sponsorship page and the Level 1/All-Breed show page

CLASS *sponsorship* **\$50**

Award Sponsorship

Sponsor one (1) Class award per \$50 sponsorship

On-site Branding

Recognition announcements during sponsored class(es) at the Level 1/All-Breed shows

Logo Identification

Name listed on the Level 1/All-Breed webpage

 Please email shelbyarqhya@yahoo.com to discuss a custom sponsorship.