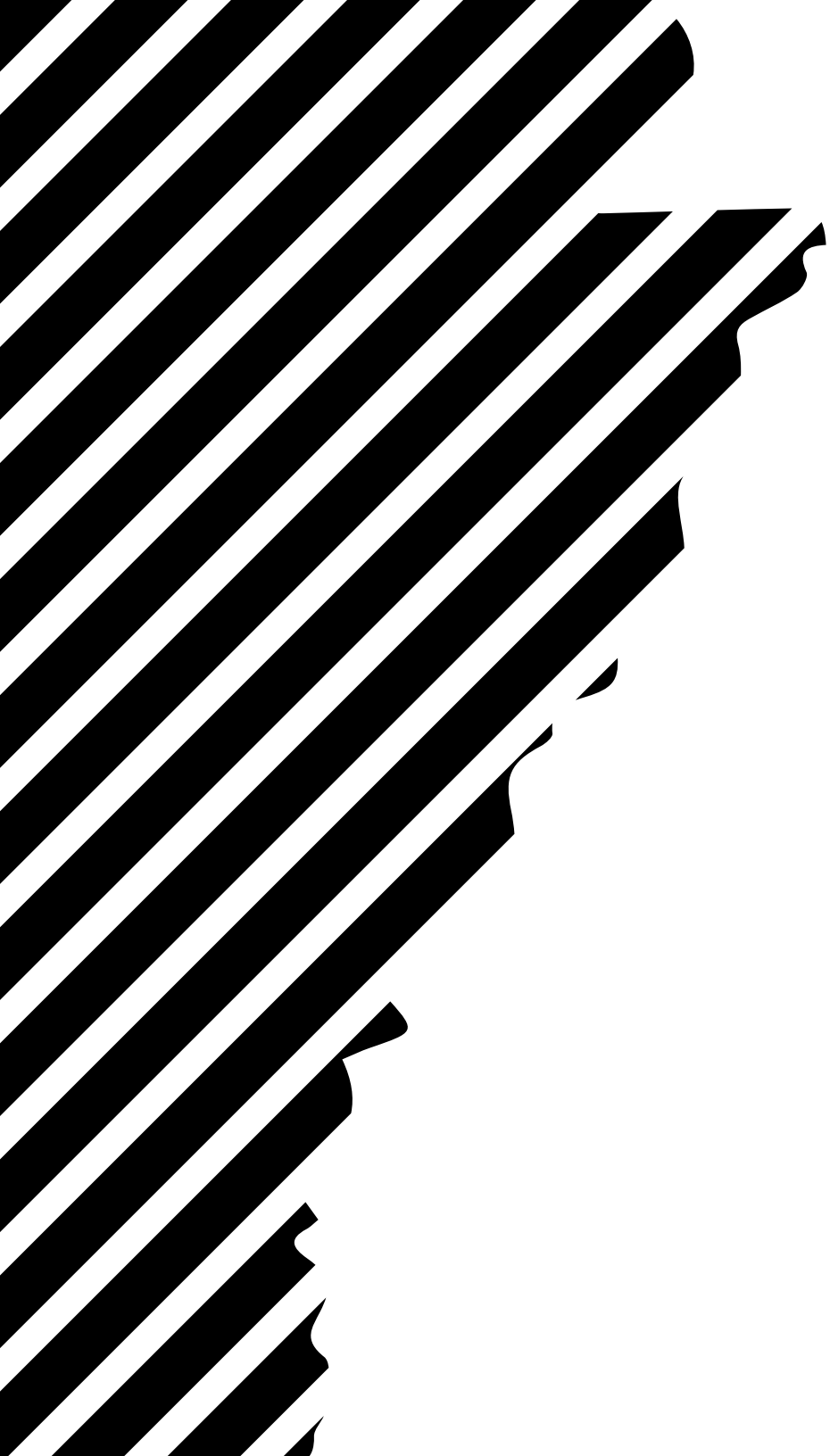


Arkansas Quarter Horse Association
SPONSORSHIP
opportunities





the **GOAL**

The goal of the Arkansas Quarter Horse Association is to connect horses and people through charitable giving and volunteering in order to develop and support programs and ideas that preserve our horse's legacy and further the overall well-being of the American Quarter Horse and other equines in and around Arkansas as well as the people who comprise the ArQHA family.

ArQHA strives 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.





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 had the fourth largest number of youth and horses to Youth World competing out of all 50 states and outside countries and took home numerous World titles in various classes.**





the **HOW**

ArQHA holds at least three full AQHA shows each year with 12-16 judges total. These shows feature classes that demonstrate the diversity of the American Quarter horse including halter, western pleasure, hunter under saddle, trail, ranch riding, reining, barrels, and more! Divisions offered 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.

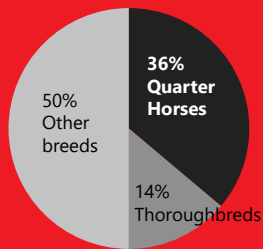
ArQHA exhibitors range from hobby horse owners to breeding barns to full time ranchers and more. Costs incurred by owners include more than just vet bills and feed for horses. It includes purchasing trucks, horse and utility trailers, campers and RVs, tractors, ATVs and golf carts, fencing, and building 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.



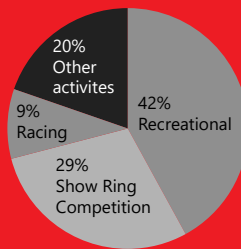
the **STATS**

Arkansas has an approximate equine population of 168,000.

Breed Type



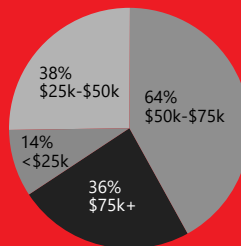
Primary Use



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.



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 sponsored show in all marketing and promotional materials for the event

VIP Amenities

- | **Premiere RV and stalling locations** at all ArQHA shows for the year
- | **One complementary, choice vendor spot** at the sponsored ArQHA show with an invitation to come be a vendor to all ArQHA shows for the show season
- | **Invitation to the Year-end Awards banquet**

Award Sponsorship

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

On-site Branding

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

Logo Identification

- | **Logo displayed on ArQHA website** on the Sponsorship page and the sponsored show's 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 sponsored show in all marketing and promotional materials for the event

VIP Amenities

- | **Premiere RV and stalling locations** at all ArQHA shows for the year
- | **One complementary, choice vendor spot** at the sponsored ArQHA show with an invitation to come be a vendor to all ArQHA shows for the show season
- | **Invitation to the Year-end Awards banquet**

Award Sponsorship

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

On-site Branding

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

Logo Identification

- | **Logo displayed on ArQHA website** on the Sponsorship page and the sponsored show's page with hyperlink to website
- | **Logo on the scroll bar** displayed on every page on the ArQHA website with hyperlink to website





PLATINUM

sponsorship

\$1,000

VIP Amenities

- | **Premiere stalling location** at the sponsored show
- | **One complementary, choice vendor spot** at the sponsored show
- | **Invitation to the Year-end Awards banquet**

Award Sponsorship

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

On-site Branding

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

Logo Identification

- | **Logo displayed on ArQHA website** on the Sponsorship page and the sponsored show's page with hyperlink to website
- | **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) banner displayed at the sponsored show (provided by sponsor)

Daily recognition announcements per day at the sponsored show

The opportunity to **distribute informational material** near the show office at all ArQHA shows for the show season (informational material provided by sponsor)

Logo Identification

Logo displayed on ArQHA website on the Sponsorship page and sponsored show's 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

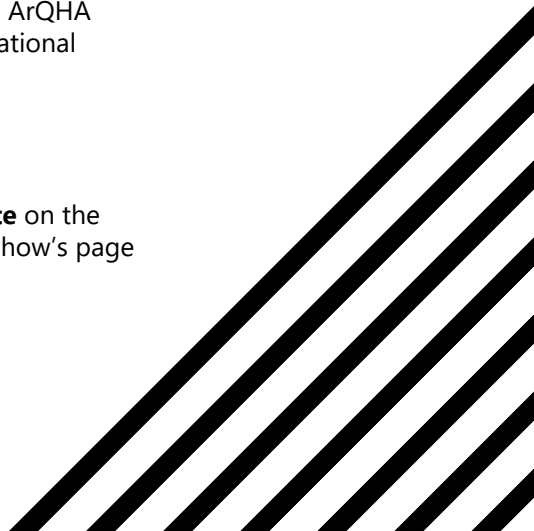
One (1) banner displayed at the sponsored show (provided by sponsor)

Daily recognition announcements per day at the sponsored show

The opportunity to **distribute informational material** near the show office at all ArQHA shows for the show season (informational material provided by sponsor)

Logo Identification

Logo displayed on ArQHA website on the Sponsorship page and sponsored show's 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 the sponsored show (provided by sponsor)

Daily recognition announcements per day at the sponsored show

Logo Identification

Logo displayed on ArQHA website on the Sponsorship page and the sponsored show's 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 sponsored show

Logo Identification

Name listed on the sponsored show's webpage

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

