



ESTD

2019

# SOUTHERN REINED COW HORSE ALLIANCE

## Sponsorship Packages

2023



## **Southern Reined Cow Horse Alliance**

### **2023 Sponsorship Program**

Thank you for your interest in becoming a sponsor of the Southern Reined Cow Horse Alliance (SRCHA). SRCHA is an affiliate association of the National Reined Cow Horse Association (NRCHA) proudly serving much of the Southeastern United States.

You, our sponsors, make it possible for the Southern Reined Cow Horse Alliance to bring the reined cow horse show to the Southeastern U.S. and drawing competitors from TX, LA, MS, AL, FL, GA, SC, TN, KY, AR, & OK. These events are noted as some of the fastest growing equine sports in the country. The famed tv series, Yellowstone, has brought increased awareness to the western lifestyle and has been a catalyst for the sport's growth. In the last 2 years, reined cow horse has been added to "The Run for a Million" competition in Las Vegas and has been added to the lineup for the 2023 The American Rodeo held in Globe Life Stadium, Arlington, TX.

In 2023, Southern Reined Cow Horse Alliance plans to put on ten NRCHA approved horse shows. Two of these events come with the partnership of the La Equine Promotion and Research Board, Our March Spring Fling and August Louisiana Classic. We have some new event sponsorship opportunities for these two shows for you to consider.

We are excited to offer our sponsors recognition and return on investment for their sponsorship dollars. Sponsors will have the opportunity to display their banner on the competition arena wall where photographers and videographers will be recording the action as it unfolds. Sponsors can also provide their logos for display on the Southern Reined Cow Horse Alliance Website and Facebook page. Different levels of sponsorship will enable sponsors to choose the program that suits them best. And if you don't see what you need, please feel free to contact SRCHA so that we can develop a customized program for you. SRCHA will consider some like/kind contributions for sponsorships at the discretion of the SRCHA.

### **Annual Corporate Sponsorship Packages**

#### **Event Level Sponsor- \$1,000**

- 4' x 6' Banner provided and placed in a prominent position in the competition arena for the event. If sponsor provides the banner, there will be a \$75.00 discount.
- Announcement of sponsor throughout the event.
- Logo displayed in Prominent location on Sponsor Page of SRCHA Web page and Facebook page.

#### **Wrangler Level - \$750**

- 4' x 6' Banner provided and placed in the competition arena for the event. If sponsor provides the banner, there will be a \$75.00 discount.
- Announcement of sponsor throughout event.
- Logo displayed on Sponsor Page of SRCHA Web page and Facebook page.

#### **Cow Hand Level - \$250**

- Announcement of sponsor throughout event.
- Logo displayed on Sponsor Page of SRCHA Web page and Facebook page.

#### **Awards Sponsor - \$100**

- Announcement of sponsor throughout event.
- Smaller Logo displayed Sponsor Page of SRCHA Web page and Facebook page.

## Special Event Partnership Opportunities

### Spring Fling – Amite, LA (March 3-5, 2023)

- **Named Event Sponsor - \$5,000 (1 available)**
  - Listed and promoted as event Title Sponsor
  - 4' x 6' Banner provided and placed in a prominent position in the competition arena for the event.
  - Numerous posts social media, website listing, and Eblast coverage
  - Logo represented on any printed show promotions.
  - Announcer recognition throughout show
  - Option to Present awards with photo
  - Preferred Stall Location
- **Spring Fling Derby Sponsor - \$2,500 (1 available)**
  - Listed and promoted as event Title Sponsor
  - 4' x 6' Banner provided and placed in a prominent position in the competition arena for the event.
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
  - Option to Present Derby awards with photo
  - Preferred Stall Location
- **Spring Fling Spectacular Sponsor - \$2,500 (1 available)**
  - Listed and promoted as event Title Sponsor
  - 4' x 6' Banner provided and placed in a prominent position in the competition arena for the event.
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
  - Option to Present Derby awards with photo
  - Preferred Stall Location
- **VRH Class Sponsor - \$1,500**
  - Listed and Promoted as VRH Title Sponsor
  - 4' x 6' Banner provided and placed in a prominent position in the competition arena for the event.
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
  - Option to present VRH awards with photo
- **Award Sponsor - \$100**
  - Listed and promoted as event Awards Sponsor
  - Arena Banner (provided by sponsor)
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show

## **Louisiana Classic – Ike Hamilton Expo Center – West Monroe, LA (August 17-20, 2023)**

- **Named Event Sponsor - \$8,500 (1 available)**
  - Listed and promoted as event Title Sponsor
  - Arena Banner (provided by SRCHA)
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
  - Option to Present awards with photo
  - Preferred Stall Location
- **Derby Sponsor - \$3,500 (1 available)**
  - Listed and promoted as event Title Sponsor
  - Arena Banner (provided by sponsor)
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
  - Option to Present Futurity awards with photo
  - Preferred Stall Location
- **Pre-Futurity Sponsor - \$3,500 (1 available)**
  - Listed and promoted as event Title Sponsor
  - Arena Banner (provided by sponsor)
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
  - Option to Present Futurity awards with photo
  - Preferred Stall Location
- **Non-Pro Class Sponsor – min. \$500 (multiple)**

*For the Louisiana Classic we are looking to make this a non-pro friendly event. We are looking for sponsors to help offset stall and/or class fees for our non-pros. Benefit to exhibitor dependent on sponsorships received.*

  - Listed and recognized as event Class Sponsor
  - Arena Banner (provided by sponsor)
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
- **Youth Class Sponsor – min. \$500 (multiple)**

*For the Louisiana Classic we are looking to make this a youth friendly event. We are looking for sponsors to help offset stall and/or class fees for our youth exhibitors. Benefit to exhibitor dependent on sponsorships received.*

  - Listed and recognized as event Class Sponsor
  - Arena Banner (provided by sponsor)
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show
- **Award Sponsor - \$100 (multiple)**
  - Listed and promoted as event Awards Sponsor
  - Arena Banner (provided by sponsor)
  - Numerous posts social media, website listing, and Eblast coverage
  - Announcer recognition throughout show

**Southern Reined Cow Horse Alliance Sponsorship Information**

- Event Level Sponsor - \$1,000
- Wrangler Level Sponsor - \$750
- Cow Hand Level Sponsor - \$250
- Awards Sponsor - \$100
- Other: \_\_\_\_\_

Name \_\_\_\_\_

Business/Stallion Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please make checks payable to **Southern Reined Cow Horse Alliance**

Mail to: C/O SRCHA Treasurer, Debra Motichek

18211 LA Tung Rd.

Covington, LA 70435

**For Office Use Only**

Check Number: \_\_\_\_\_ Date Received: \_\_\_\_\_

Received/Sold by: \_\_\_\_\_