



Corporate Sponsorship Opportunities

The Reined Cow Horse

Also known as the working cow horse, these talented horses epitomize western traditions. In the Futurities, Derbies and Horse Show events the finished cow horse cuts cows from a herd with precision, executes very difficult riding manoeuvres and controls a cow at speed with eloquence. Infusing all the western disciplines, the working cow horse is an extreme athlete!

ARCHA

ARCHA consists of dedicated members, horse owners and competitors working together to improve the quality of the western horse. The traditions of the early Spanish highly-trained cow horses are integrated into the training and the style of horse that is shown in the modern day arena. Essentially, the ARCHA promotes and facilitates cow horse events in Alberta for Western horsemen, horsewomen, seniors, and youth.

Since **1981**, the ARCHA has promoted the tradition of showing, training and breeding of the desirable working cow horse. In 2015 up to \$150,000 in prize money was won by cow horse competitors at ARCHA events; 1419 entries, 20 producing stallions and nearly 190 members competed in Western Canada.

ARCHA hosts numerous events in many rural communities and cities throughout Alberta. In addition, a number of Premier events* occur throughout the year in collaboration with other associations and/or events that feature the Reined Cow Horse – Alberta Snaffle Bit Futurity and Championship Show, Canadian Supreme Show and National Reined Cow Horse Association sanctioned events at the Cowtown Derby and at the Calgary Stampede every year.

Sponsorship

We are pleased to present the list of sponsorship opportunities within the Alberta Reined Cow Horse (ARCHA) show season. Custom packages are available each year; changes to or additional products or services are available upon request from the ARCHA Sponsor Committee with approval by the ARCHA Board of Directors.

Contributions that we received from our sponsors last year enabled us to provide competitors from across western Canada and the United States the opportunity to participate in one of Canada's premier horse events. It allows you, the sponsor, to support local communities while effectively promoting your business.

We sincerely **thank you** if you have previously sponsored the ARCHA and hope you will consider sponsoring again. Thank you for your interest in providing sponsorship to the Alberta Reined Cow Horse Association.

**Premier events include Derbies and Futurities*

Corporate Sponsorship Commitment Form



Corporate Partner Name (as you wish it released to the public) _____

Contact Name and Title _____

Mailing Address _____

Telephone _____ Fax _____ Email _____

Please CIRCLE/MARK your selected Sponsorship Level (+ GST):

Opportunities:	Elite > \$5,000**	Platinum \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$1,000
Negotiated option for Premier event (TBD)	X				
*Premier event sponsor (name associated with an event)	X	X			
Presentation opportunity and photo with winners	X	X			
Arena Signage at all ARCHA events (supplied by sponsor)	X	X	X		
Emails to members, (results, events, etc.)	all	all			
Social media advertising	6 times per year	4 times per year	3 times per year	2 times per year	once per year
*Acknowledgement in show program and/or day sheet at Premier events	X	X	X	X	
*Arena Signage at Premier events (supplied by sponsor)	X	X	X	X	X
Promotional mention by announcer at each event	X	X	X	X	X
Two tickets to the ARCHA year-end banquet	X	X	X	X	X
Logo and link on the ARCHA website	X	X	X	X	X

Sponsorship through Product / Services is also appreciated.

Item(s): _____

Value: \$ _____

*Premier events include Derbies and Futurities

** Must be a minimum of \$5,000 cash

Options not listed can be discussed with the ARCHA Board

Please write information about you or your business for the show announcers, website and media releases

Date _____ Signature _____

Thank you for your support! Please return to:

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www.cowhorse.ca