



NSW Reining
Horse
Association

2024 Sponsorship Pack



Sponsorship **PROPOSAL**

“To rein a horse is not only to guide him, but also to control his every movement. The best reining horse should be willingly guided or controlled with little or no apparent resistance and dictated to completely”

Jim Willoughby
NRHA Hall of fame Inductee



**NSW Reining
Horse
Association**

Sponsorship Invitation

Dear Sir/Madam

As the President of the NSWRHA, it is my pleasure to extend an invitation for you to become a sponsor of NSWRHA 2024 Championship show.

Following the resounding success of our previous event, we are gearing up for an even more spectacular showcase in 2024. The NSWRHA Championship Show is slated to run from July 1st to July 6th, 2024, promising an exciting six days filled with top-tier reining performances and thrilling competition.

The NSWRHA Championships have a rich history of bringing together the finest horse and rider combinations in the Asia Pacific Region. In 2024, we are gearing up for another spectacular showcase at the K Ranch Arena, where the best in reining will compete for the coveted title.

We believe in the power of partnerships, and we invite you to join us as a sponsor for this prestigious event. By aligning your brand with the NSWRHA, you will have the opportunity to reach a diverse and passionate audience of equestrian enthusiasts, both within and beyond the reining community.

As a sponsor, you will have the opportunity to:

1. **Exclusive Naming Rights for Classes:** Elevate your brand by securing exclusive naming rights for specific classes within the NSWRHA 2024 Championship Show. Your company's name will be prominently featured, creating a direct association between your brand and the excitement of these specific competitions.
2. **Comprehensive Digital Visibility:** Maximize your online presence through prominent placement on our official website, social media platforms, and web broadcasts.
3. **VIP Networking Opportunities:** Engage in exclusive networking events with fellow sponsors, participants, and influential figures in the reining community.
4. **Brand Recognition:** Be recognized as a pivotal supporter of the NSWRHA 2024 Championship Show, aligning your brand with excellence in reining.

We offer various sponsorship packages tailored to meet your specific marketing goals. This is an opportunity to be part of a legacy event that has been a cornerstone in the reining community for over 30 years.

If you are interested in discussing sponsorship opportunities further, please feel free to contact our sponsorship team at nswrha@gmail.com

Thank you for considering this exciting partnership. We look forward to welcoming you as a valued sponsor at the NSWRHA 2024 Championships

Best Regards,

Oliver Reinhardt
President, NSWRHA



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Sponsorship



ABOUT THE EVENT

2024 Championship Show

Following months of preparation, Reining best horse and rider combinations will gather at the K Ranch Arena for 6 days to compete in the hope of being crowned NSWRHA Champion for 2024.

The NSWRHA Shows have been running for over 30 years and are the biggest Reining Horse Event in the Asia Pacific Region.

NSWRHA takes great pride in providing our members and sponsors with the best possible event to showcase their products, services and horses and reach a larger audience.

NSWRHA provides great exposure for our major sponsors both inside and outside the traditional reining community – principally advertising through our social media, web broadcasts and website.



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What is Reining?

"Reining is truly unlike any other horse sport in the world. It is thrilling to watch, but an especially incomparable experience from the back of a well trained reining horse."

Reining is a judged event designed to show the athletic ability of a ranch type horse within the confines of a show arena.

In NRHA Competition, contestants are required to run a pre-selected, approved pattern, included in the NRHA Handbook.

Each pattern includes small slow circles, large fast circles, flying lead changes, roll backs over the hocks, 360-degree spins done in place, and exciting sliding stops that are the hallmark of the reining horse.

NRHA (National Reining Horse Association) & Oceania Region

About NRHA

Founded in 1966, the National Reining Horse Association (NRHA) is a nonprofit organization. dedicated to the promotion of the reining horse in a fun-filled, family atmosphere. It serves as the standard setting body for the sport of reining worldwide.

NRHA Mission

To promote the reining horse worldwide, while celebrating and advancing the finest traditions of western horsemanship.



**See Oceania Affiliates NRHA - [Oceania](#)
For more information click here [NRHA](#).**



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Supporting Partners

- For over 30 years, our club has been devoted to celebrating reining in NSW.
- This year, we want to acknowledge the enduring relationships that have supported us and work together to strengthen existing connections and build new ones.
- Our goal is to expand our events, welcoming a wider range of participants and spectators who share our love for the sport.
- Let's unite to make our future in reining even more vibrant!



NRHA

Inclusion into the worldwide sport of reining, providing quality standards

Sliding Lodge

Foundation Academy offering development pathways

Genetically Gifted

Providing access to international Reining bloodlines to Australian Reiners

K Ranch

Superior facilities catering for the Equine Industry

Stich Em on Embroidery

providing quality custom embroidery



NSW Reining
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Venue



NSWRHA MAIN VENUE

K Ranch

- K Ranch is a unique venue located in Mount Hunter, Southwest Sydney
- Boasting a 80m x 40m indoor arena surrounded by grandstand seating, Western Saloon Bar with performer's stage, guests VIP room and The Western Ranch boutique making it an entertainment hub for equine events.
- K Ranch provides a remarkable commercial opportunity for corporate partners to drive brands and targeted customer engagement
- The venue at capacity can hold 2000 spectators, with 150 stables & 120 powered camp sites.
- K Ranch Arena holds just under 18,000 followers on social media, has a consistent reputation for holding premium equine events & its mission to grow the equine industry makes it the perfect environment for any club to grow.



For more information on K Ranch
[Click Here](#)



NSW Reining
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Sponsorship Opportunities



The NSWRHA is a significant platform that brings together professionals and enthusiasts from the reining industry to celebrate achievements, share knowledge, and network. We are excited to offer a range of sponsorship opportunities that will not only support NSWRHA but also provide your business with valuable exposure. We have various sponsorship packages available that include some amazing opportunities:

- Exclusive recognition as a Title Sponsor of a event.
- Prominent placement of your logo on all event promotional materials.
- Extensive coverage on our Facebook page leading up to, during, and after the event.
- Featured posts, interviews, and highlights on our website.
- Co-branded content showcasing the partnership.
- Sponsorship recognition on event banners, signage, and promotional materials.
- Opportunity to display materials at key locations during the event.
- Inclusion of promotional items in event attendee welcome packages
- Opportunities to present awards to winners
- Inclusion of your logo and a link to your website on the NSWRHA event website.
- Recognition in event-related email newsletters to a targeted audience.

We are open to discussing a customized sponsorship package that aligns with your specific marketing and branding objectives.



NEW SOUTH WALES REINING HORSE ASSOCIATION

GOLD ASSOCIATE PACKAGE

\$3,000

THIS PACKAGE INCLUDES:

- Your business in the NSW State show Event Program in acknowledgement of your generosity, Including a full-page advertisement and significant product placement.
- A prominent listing on the NSWRHA website Sponsors TAB with clickable web link for the remainder of 2024
- Your Business promoted on NSWRHA Facebook page on Ten occasions for the remainder of 2024.
- Promotional video (2min) (supplied by your company) advertised on Facebook.
- Sponsors Thank you Video on Facebook
- Your Business printed on the NSWRHA Championship Show Giveaway T-Shirt
- Naming Rights to one of the Prime-Time Feature Buckle classes.
- Flyer and Brochure (Provided by your business) included in the Championship Competitors Pack.
- All advertising material related to the 2024 Championship show including your business logo. Not limited to pre-show, competitors pack, event program,
- Logo and Company Name on the event Facebook live stream
- Continued Introduction by event announcer during Championship show (Advertising Speech Supplied by your company)
- Championship Show arena advertising with unlimited corflute signs (Provided by your business)
- Opportunity to present the winner with the trophy and buckle and sponsorship signage for placement in all photography.
- Prime time trade stand position, situated at our maximum competitor thoroughfare.



NEW SOUTH WALES REINING HORSE ASSOCIATION

SILVER ASSOCIATE PACKAGE

\$2,000

THIS PACKAGE INCLUDES:

- Your business in the NSW State show Event Program in acknowledgement of your generosity, Including a Half page advertisement and significant product placement.
- A prominent listing on the NSWRHA website Sponsors TAB with clickable web link for the remainder of 2024
- Your Business promoted on NSWRHA Facebook page on Eight occasions for the remainder of 2024.
- Promotional video (1min) (supplied by your company) advertised on Facebook.
- Logo and Company Name on the event Facebook live stream
- Sponsors Thank you Video on Facebook
- Naming Rights to one of the Buckle Classes
- Your Business printed on the NSWRHA Championship Show Giveaway T-Shirt
- Flyer and Brochure (Provided by your business) included in the Championship Competitors Pack.
- Continued Introduction by event announcer during Championship show (Advertising Speech Supplied by your company)
- Championship Show arena advertising with one corflute signs (Provided by your business)
- Opportunity to present the winner with the trophy and buckle and sponsorship signage for placement in all photography.
- Prime time trade stand position, situated at out maximum competitor thoroughfare.



NEW SOUTH WALES REINING HORSE ASSOCIATION

BRONZE ASSOCIATE PACKAGE

\$1,000

THIS PACKAGE INCLUDES:

- Your business in the NSW State show Event Program in acknowledgement of your generosity, Including a quarter advertisement and significant product placement.
- Listing on the NSWRHA website Sponsors TAB with clickable web link for the remainder of 2024
- Your Business promoted on NSWRHA Facebook page on Six occasions for the remainder of 2024.
- Promotional video (30 sec) advertised on Facebook. (supplied by your company)
- Logo and Company Name on the event Facebook live stream
- Sponsors Thank you Video on Facebook
- Naming Rights to one of the non-sanctioned classes
- Your Business printed on the NSWRHA Championship Show Giveaway T-Shirt
- Flyer and Brochure (Provided by your business) included in the Championship Competitors Pack.
- Introduction by event announcer during Championship show
- Championship Show arena advertising with one corflute signs (Provided by your business)
- Opportunity to present the winner with the trophy and buckle and sponsorship signage for placement in all photography.
- Trade stand position, situated at out maximum competitor thoroughfare.



**NEW SOUTH WALES REINING
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BUSINESS ASSOCIATE PACKAGE

\$600.00

THIS PACKAGE INCLUDES:

- Your business in the NSW State show Event Program in acknowledgement of your generosity.
- Listing on the NSWRHA website Sponsors TAB with clickable web link for the remainder of 2024
- Your Business promoted on NSWRHA Facebook page on four occasions for the remainder of 2024.
- Sponsors Thank you Video on Facebook
- Logo and Company Name on the event Facebook live stream
- Naming Rights to one of the non-sanctioned classes
- Your Business printed on the NSWRHA Championship Show Giveaway T-Shirt
- Flyer and Brochure (Provided by your business) included in the Championship Competitors Pack.
- Introduction by event announcer during Championship show
- Opportunity to present the winner with the winner
- Trade stand position, situated at out maximum competitor thoroughfare.



NEW SOUTH WALES REINING HORSE ASSOCIATION

MEMBER ASSOCIATE PACKAGE

\$400

THIS PACKAGE INCLUDES:

- Your Business or your personal or families' names in the NSWRHA Championship show event program.
- Listing in the NSWRHA Website sponsors tab with clickable link for the remainder of 2024
- Logo and Company Name on the event Facebook live stream
- Your Business or your personal or families' names promoted in the thanks on NSWRHA Facebook Page on One Occasion
- Your Business printed on the NSWRHA Championship Show Giveaway T-Shirt

NEW SOUTH WALES REINING HORSE ASSOCIATION

BUCKLE SPONSOR

\$450

- NSW RHA Show presentation to a sponsored class of a trophy buckle.
- Buckle Sponsorship for one Class
- Your Business or your personal or families' names in the NSW RHA Championship show event program.
- Listing in the NSW RHA Website sponsors tab with clickable link for the remainder of 2024
- Logo and Company Name on the event Facebook live stream
- Your Business or your personal or families' names promoted in the thanks on NSW RHA Facebook Page on One Occasion
- Introduction by event announcer of sponsor

RUG SPONSOR

\$150

- Introduction by event announcer as a Rug sponsor
- Logo and Company Name on the event Facebook live stream
- Your Business or your personal or families' names in the NSW RHA Championship show event program.

PRIZE SPONSOR

- Prize sponsorship involves providing support for our event by offering prizes that resonate with our audience and align with the event. These prizes can vary in value and type, allowing for customization based on your specific goals and budget.



Sponsorship Package Summary

We invite you to explore the various prize sponsorship options outlined in this package and select the package that best suits your needs. Our team is also available to discuss custom sponsorship opportunities and answer any questions you may have.

Thank you for considering partnering with us as a sponsor. Together, we can make a meaningful impact and create memorable experiences for our event attendees.

| PACKAGE | GOLD | SILVER | BRONZE | BUSINESS | MEMBER | BUCKLE | RUG |
|--|-----------------|-------------------|---------------------|---------------------|---------|---------|-----|
| Name in Program | Full Page ✓ | Half page ✓ | Quarter ✓ | ✓ | ✓ | ✓ | ✓ |
| Listing on Webpage | Prominent ✓ | Prominent ✓ | ✓ | ✓ | ✓ | ✓ | |
| NSWRHA Facebook listing | X10 ✓ | X8 ✓ | X6 ✓ | X4 ✓ | X1 ✓ | X1 ✓ | |
| Promotional Video | 2mins ✓ | 1min ✓ | 30sec ✓ | | | | |
| Sponsor thank you Video | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on T-Shirt | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Naming rights to class | Prime-Time ✓ | Buckle Class ✓ | Non-Sanctioned ✓ | Non-Sanctioned ✓ | | | |
| Flyer in Competitors pack | ✓ | ✓ | ✓ | ✓ | | | |
| Advertising on all show material | ✓ | | | | | | |
| Logo on Event livestream | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Introduction by announcer during Championships | Continued ✓ | Continued ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Arena Advertising | Unlimited ✓ | One ✓ | One ✓ | | | | |
| Present to winner | ✓ | ✓ | ✓ | ✓ | | ✓ | |
| Trade stand | Prime time ✓ | Prime time ✓ | ✓ | ✓ | | | |



NSW Reining
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Sponsorship



**WE LOOK FORWARD TO WELCOMING YOU TO
THE NSW REINING FAMILY.**

Complete the 2024 Sponsorship application form below and once completed, email to nswrha@gmail.com and a committee member will be in contact to discuss your application.

Application form can also be found here: (Link)

If you have any questions, please contact:
nswrha@gmail.com

The Committee is happy to discuss any sponsorship options or ideas, don't hesitate to reach out.



NSW Reining
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Sponsorship Application form 2024

| | |
|------------------|--|
| Name of Sponsor: | |
| ABN: | |
| Contact Person: | |
| Email address: | |
| Contact number: | |

| | |
|--|------------------|
| Gold Associate Package \$3000.00 | |
| Silver Associate Package \$1000.00 | |
| Bronze Associate Package \$1000.00 | |
| Business Associate Package \$600.00 | |
| Member Associate Package \$400.00 | |
| Buckle Sponsor \$450.00 | |
| Rug Sponsor \$150.00 | |
| Prize Sponsor | Prize and Value: |

I/We hereby agree to the terms:

Signed:

Date:

.....
Payment to be made as per invoice to NSWRHA: Account Name: NSW Reining Horse Association
BSB 062 596 Acct. No. 00903188

Please return completed form to:

Email: nswrha@gmail.com

Sponsor to supply the following with return of the signed contract so promotion of your business can begin:

1. Hi Resolution Logo or artwork for ongoing marketing via our social media and website.
2. Advertising or corflutes for the main arena fence.
3. Wording for our Announcer to promote you at the show.
- 4.. Artwork/logo for use on webcasting platform
5. Advertisement Artwork for the show program & any social media promotion of your business.
6. Marketing Material/flyers etc. for inclusions in Competitors Packs
7. We will be in touch closer to the event to discuss trade stall options.