



NSW Reining
Horse
Association

2026 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



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

RA REINING AUSTRALIA

About RA

Reining Australia a non-profit organization was formed in 1988 with the purpose of growing and supporting the exciting equestrian sport of reining nationally.

We have affiliates nationally who we proudly represent through providing a competitive arena where we hold true the values family, respect, and sportsmanship.



For more information click here [RA](#).



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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!



RA
Inclusion into the sport of reining, providing quality standards

Sliding Lodge Foundation
Academy offering development pathways

Sainsbury Performance Horses
Providing access to international Reining bloodlines to Australian Reiners

SUGARLOAF
Superior facilities catering for the Equine Industry

Stich Em on Embroidery
providing quality custom embroidery



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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 .
- Prominent placement of your logo on event promotional materials.
- Coverage on our Facebook page leading up to, during, and after an event.
- Featured posts and highlights on our website.
- Co-branded content showcasing the partnership.
- Opportunity to display materials at key locations during an event.
- 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.



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Sponsorship



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

Complete the 2026 Sponsorship application form below and once completed, email to nswrha@gmail.com and a committee member will be in contact to discuss your application.

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.



EVENT SPONSORSHIP FORM

Sponsorship with NSWRHA helps create strong partnerships that support the ongoing growth, enjoyment, and professionalism of Reining in NSW. With the help of sponsors, we're able to deliver well-run events, offer valuable training opportunities, and maintain a welcoming environment for riders, horses, and spectators. Sponsors play an essential role in helping our club continue to grow and provide positive experiences for everyone involved.

Event Name

Event Date & Location

SPONSOR INFORMATION

Company Name

Phone

Contact Person

Website

Email

Address

SPONSORSHIP LEVEL *(Please select one)*

Silver - \$1,500

In-Kind _____

Horse Feed

Tack

Gift Voucher

In-Kind _____

Please Specify In Kind Items

Name _____

Signature

Date _____