

Georgia Reined Cow Horse Association



Sponsorship and Advertising Packet

Introduction

This association is for the promotion of the working cow horse, of all breeds. We promote clinics on dry work, as well as cow work. We will be hosting clinics, shows, meetings, and maintaining membership in the GRCHA, with members throughout the Southeastern United States. We are a growing association and look forward to sharing information, riding, and working cows with those who are interested.

GRCHA History

The Georgia Reined Cow Horse Association was formed in November 1999 by a group of horse people dedicated to advancing reined cow horse in the Southeast. GRCHA was the second association formed east of the Mississippi. Reined Cow Horse is an event with something for everyone. Any age, any level of riding skill, and any breed of horse is able to compete.

Sponsorship Opportunities

As with any association, the GRCHA cannot continue to succeed and grow without the assistance of sponsors. To help promote and advertising your business, we are offering unique sponsorships opportunities for every budget. Please consider a sponsorship level that may suit you personal or your business.

<http://www.grcha.com>

SPONSORSHIP LEVELS

Platinum (\$TBD)

This level shall be negotiated on an individual basis to meet the needs of the sponsor and the GRCHA. This is reserved for a major event such as a Futurity or a Derby.

Gold (\$1,000)

Sponsor shall be designated as Gold Sponsor during each of our shows conducted and planned by the GRCHA. This sponsorship level shall include:

- Banner displayed in arena during all shows and clinics
- Space provided for additional banners
- Designated sponsor of NRCHA sanctioned classes in each show
- **Full page** advertisement in GRCHA newsletters
- Family Membership in GRCHA for one full year
- Recognition as a Gold Sponsor and placement of logo on GRCHA website with link to sponsor website
- Recognition as a Sponsor and placement of logo on GRCHA e mail blasters with link to sponsor website
- Recognition as partners during Award Presentation for Sponsored class(es)
- Four free passes to audit any GRCHA clinics
- Space provided at all events for advertisements, brochures, and products at no charge from GRCHA
- Use of GRCHA logo in advertisements permitted

Silver (\$500)

Sponsor shall be designated as Silver Sponsor during each of our shows conducted and planned by the GRCHA. This sponsorship level shall include:

- Banner displayed in arena during all shows and clinics
- Designated sponsor of GRCHA sanctioned green class in each of show
- **1/2 page** advertisement in GRCHA newsletter
- Family Membership in GRCHA for one full year
- Recognition as a Sponsor and placement of logo on GRCHA website with link to sponsor website
- Recognition as Sponsor of Green Class during year end awards presentation
- Three free passes to audit any GRCHA clinic
- Space provided at all events for advertisements, brochures, and products at no charge from GRCHA
- Use of GRCHA logo in advertisements permitted

Bronze (\$250)

Sponsor shall be designated as Bronze Sponsor during each of our shows conducted and planned by the GRCHA. This sponsorship level shall include:

- Banner displayed in arena during all shows and clinics
- **1/4 page** advertisement in GRCHA newsletters
- Membership in GRCHA for one year

***For sponsors who wish to renew at the Bronze level, there will be a renewal fee of \$200, if they wish to use the same arena banner as the previous year ***

Championship Buckle Sponsor (\$250) *Only 11 available*

Sponsor shall be designated as Year End Buckle Sponsor during each of our shows conducted and planned by the GRCHA. This sponsorship will receive a free ticket to the GRCHA Year End Award Banquet, as recognition will be given as Buckle Sponsor presents the Champion with their buckle.

Reserve Championship Vest Sponsor (\$175) *Only 11 available

Sponsor shall be designated as Year End Vest Sponsor during each of our shows conducted and planned by the GRCHA. This sponsorship will receive a free ticket to the GRCHA Year End Award Banquet, as recognition will be given as Vest Sponsor presents the Champion with their buckle.

Individual Class Sponsor (\$25)

Sponsor shall be designated as the sponsor of a class of their choosing, for the duration of a show.

GRCHA SPONSORSHIP DETAILS

GRCHA Newsletter

The GRCHA publishes a newsletter that is sent to members, sponsors, and made available to several retailers throughout the Southeast.

Arena Banners

Arena Banners will be displayed at all shows, functions, and clinics of the GRCHA. Standard banners are provided by at no additional charge by the GRCHA.

Customized banners can be displayed if provided by the sponsor to the GRCHA.

GRCHA.com website

The GRCHA website generates 1,000 hits a month from unique guests. The website has reciprocal links on national and affiliate sites, as well as on several high traffic web sites, including GotCowHorse.com. The GRCHA website displays sponsor logos on the bottom of each web page.

GRCHA e mail blasters

Before each GRCHA show an e mail blaster is sent out to 300 e mail addresses to help promote the show. Gold Sponsor logos with links to their web site are included on each e mail.

**Georgia Reined Cow Horse Association
Sponsorship Enrollment Form**

Company Name _____

Contact Person(s) _____

GRCHA Referring Member _____

Address _____

Telephone _____ Fax _____

E-Mail address _____

Please select sponsorship item(s):

Gold \$1,000.00 _____

Silver \$500.00 _____

Bronze \$250.00 _____

Buckle \$250.00 _____

Vest \$175.00 _____

Class \$25 _____ Class: _____

Signature of Individual Advertiser _____

Please provide advertisement layout, check and/or billing
instruction and mail to:

Lauren Hayes
1291 Jones Woods Lane
Good Hope, GA 30641

Please send any electronic format or camera ready copy to:

lauren_hayes@hillspet.com

Please make checks payable to GRCHA

<http://www.grcha.com>