



## Kentucky Reining Horse Association



### CONTACTS

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### WEBSITE

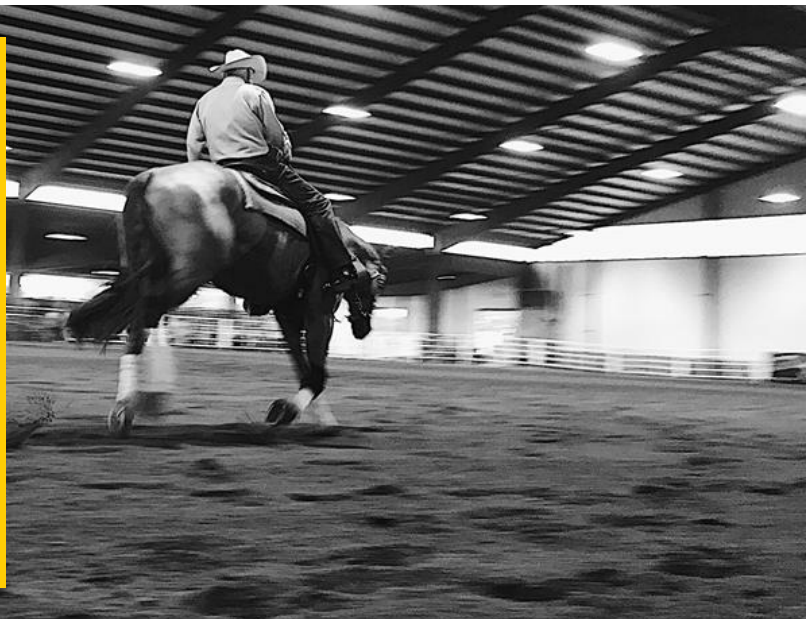
[KRHA.info](http://KRHA.info)

# About KRHA

*Our goal is to make reining a fun, family oriented event, and offer purses that draw top non-professional riders and open competitors from around the country. KRHA also has a strong commitment to our youth by offering activities, awards, and classes that support and encourage the “future reiners” in our region.*

## OUR MISSION

The Kentucky Reining Horse Association (KRHA) promotes and encourages the development of the sport of Reining at the grass roots level by offering a convenient forum for reining enthusiasts to compete and improve their skills. Kentucky Reining Horse Association (KRHA) is an affiliate of the National Reining horse Association, and we are governed by its rules and bylaws.



## Kentucky Demographics

### Operating Expenditures, 2011

Category	Expense (\$)	% Spent in Kentucky
Maintenance/repair	149,000,000	73%
Feed	123,000,000	85%
Breeding fees	85,000,000	77%
Health	71,000,000	82%
Training fees	69,000,000	60%
Boarding fees paid to others	48,000,000	80%
Insurance premiums	41,000,000	77%
Utilities/fuel	38,000,000	86%
Farrier	34,000,000	85%
Taxes	34,000,000	78%
Shipping and travel	34,000,000	70%
Supplies	27,000,000	81%
Miscellaneous	26,000,000	79%
Fees and payments	25,000,000	69%
Bedding	21,000,000	85%
Rent/lease	14,000,000	88%
<b>Total operating expenditures</b>	<b>839,000,000</b>	<b>77%</b>

### Capital Expenditures, 2011

Purchases of equine	\$185 million
Real estate purchases and improvements	\$82 million
Equipment purchases	\$71 million
<b>Total capital expenditures</b>	<b>\$338 million</b>

## KRHA Reach

The Kentucky Reining Horse Association host four shows throughout the year, including our main event, the Clayton Classic. Each regular weekend show attracts an average of 140 horses from 8 states, and the Clayton Classic will host nearly 300 horses this year from more than 14 states. Of course the horses don't travel alone. We estimate there are at least two people who attend the show for every horse.

# Suggested Sponsorship Packages

## PLATINUM PACKAGE

**\$5,000**

- Event Naming Rights (1) Weekend Show or Class
- Banner placement at all KRHA Shows (4)
- Booth Space or Central Marquee
- Exclusive Rights
- Full-page ad in all KRHA showbills
- 4 monthly "Sponsored" post on KRHA Facebook
- Static Ad on the Website and Newsletter
- Printed Materials available at shows
- 4 Sponsored Text per day during KRHA shows
- 2 Free Paid Warm Ups at any show
- 1 Free Stall at the Clayton Classic show

## GOLD PACKAGE

**\$2,500**

- Class Naming Rights
- Banner placement at all KRHA Shows (2)
- Booth Space
- 1/2-page ad in all KRHA showbills
- 2 monthly "Sponsored" post on KRHA Facebook
- Static Ad on the Website and Newsletter
- Printed Materials available at shows
- 3 Sponsored Text per day during KRHA shows
- 2 Free Paid Warm Up at any Weekend Show
- 1 Free Stall at Weekend show

## SILVER PACKAGE

**\$1,500**

- Banner placement at KRHA Shows
- 1/4-page ad in all KRHA showbills
- Rotating Ad on the Website
- 1 monthly "Sponsored" post on KRHA Facebook
- 2 Sponsored Text per day during weekend shows
- Free Paid Warm up at any Weekend Show

## BRONZE PACKAGE

**\$1,000**

- Banner placement at all KRHA Shows
- Business Card ad in all KRHA showbills
- Rotating Ad on the Website
- Group Facebook Mention
- 1 Sponsored Text per day during weekend shows
- Free Paid Warm up at any Weekend Show

*All sponsorship levels will be verbally recognized at each KRHA show.*

# Class and Trophy Sponsorship Opportunities

The Kentucky Reining Horse Association has class and trophy sponsorships available for the 2018 show year. Because KRHA is a non-profit organization, shows as well as awards are funded through membership fees, entry fees, sponsorships and donations. Class sponsors are needed to cover trophy fees and purse money. You can help support the club as well as promote your business, product or service. This is a great way to be active in the club, the sport of reining and the enjoyment of horses.

## AWARD SPONSORSHIPS

Award sponsors will receive announcements during the show.

Plaque - \$65

Pewter - \$135

Morrison - \$240

Lawson - \$360

## CLASS SPONSORSHIPS

Class sponsors will receive announcements during the show. A company logo and website link will be posted on the KRHA website for all class sponsors valued at \$300 or above.

Open - \$300

Intermediate Open - \$200

Limited Open - \$200

Non Pro - \$300

Intermediate Non Pro - \$200

Limited Non Pro - \$200

Prime Time - \$100

Novice Horse Open and Non Pro Level 1- \$100

Novice Horse Open and Non Pro Level 2- \$200

## BANNER SPONSORSHIPS

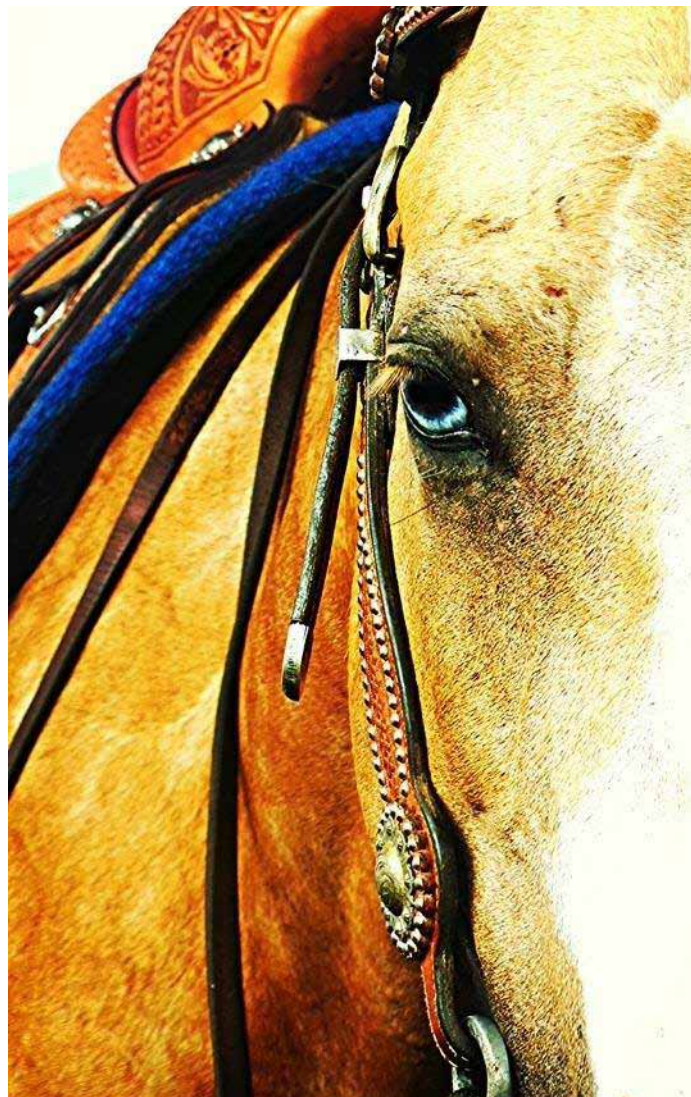
One banner (all shows including Clayton) - \$500

Two banners - \$750

Clayton only - \$200

## Show Bill Ads

	Weekend	Clayton	All Shows
Business Card:	\$50	\$150	\$300
Half Page:	\$150	\$350	\$800
Full Page:	\$250	\$500	\$1,000



Donations of any amount are welcome and are a benefit to the club! Your support is important to the success of the club and each and every show KRHA hosts.

Another way to support the club is to donate your plaques and trophies from previous years for the club to recycle and use for future shows.

### Morgan McQuerry

morgan@hallwayfeeds.com (859) 621-3000

### Jessica Heskell

jessicaheskell@gmail.com (847) 204-3484

# Other Sponsorship Opportunities

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*We can customize any sponsorship level based on your company's needs or provide you with a unique sponsorship.*

1

## Breakfast

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Mornings are hard, and they can be especially hard at horse shows. However, coffee and donuts are always a great way to start the day.

2

## Exhibitor Dinner Party

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Nothing tops off a great day of showing than getting together with your friends for a BBQ.

3

## Arena Sponsorship

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Lakeside arena has two indoor arenas and several outside arenas that are utilized during the shows.

4

## Derby/Futurity Class

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The Clayton Classic draws hundreds of exhibitors from around the country to compete in these two major classes.

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## Year-End Banquet

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Our year-end banquet is held at Buffalo Trace each year. It's a night to recognize the achievement of many of our members

6

## Raffles

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If you have products that you'd like to enter into a raffle at one of our shows, we'd like to talk.

7

## Youth Activities

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We have a strong and growing youth contingency, many whom have competed and won nationally.

8

## Live Video Feed

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We will host a live video feed during the entire Clayton Classic. The feed will be hosted on the KRHA website.

9

## Banners

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You can have your banner in the arena for one show or the entire series.

10

## Class & Trophies

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The class sponsors will be recognized at the start of each class and during the awards presentations.

## KRHA Sponsorship Agreement

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Authorizing Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Our business would like to sponsor KRHA at the following level:

Platinum \$5,000

Gold \$2,500

Silver \$1,500

Bronze \$1,000

Banner \$500 (single)  Banners \$750 (two)

Class – Amount \$\_\_\_\_\_ - Class: \_\_\_\_\_

Other – Amount \$\_\_\_\_\_ - Details: \_\_\_\_\_

Total Sponsorship \$\_\_\_\_\_

Sponsorship Payment Options:

Please send me an invoice for the amount indicated.

Payment is enclosed (please make checks payable to KRHA).

\_\_\_\_\_  
Signature of Authorizing Contact

\_\_\_\_\_  
Date

Please return this form to KRHA via:

Email: [jessicaheskel@gmail.com](mailto:jessicaheskel@gmail.com)

Mail: 717 S Hamilton St., Georgetown, KY 40324



Please send logo for the website and show bills to [jessicaheskel@gmail.com](mailto:jessicaheskel@gmail.com).

Questions: Call Morgan McQuerry at 859-621-3000