



To promote, develop and enhance the sport of Reining in Alberta



Reining Alberta

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Re: Sponsorship of Reining Alberta

What is Reining?

Reining was introduced as a competitive horse sport in 1950 when the American Quarter Horse Association approved the addition of reining to its horse shows. In 1965, a formal association was formed for reining – the National Reining Horse Association (NRHA) and in 1993, Reining Alberta (RA) was established as an affiliate organization. Reining differs from other western horse sports because the horse and rider are specifically judged based on how “willingly guided” the horse completes its patterns – without unnecessary talking, petting, spurring, jerking of the reins, etc. The philosophy of the sport is embodied in one statement. “To rein a horse is not only to guide him but also control his every movement”.

Reining Alberta currently has a local membership of over 350 individuals, families and youth throughout Alberta. We service this growing group of committed horse people by producing 14+ branch circuit shows, 8+ branch clinics and 3 major NRHA sanctioned shows each year. Our premier Spring Classic, Summer Classic, & Fall Classic shows are expected to attract in excess of 250 competitors and on average 350 spectators, paying out in excess of \$85,000 in cash and prizes. This schedule provides you with an ongoing opportunity to promote your products and services, through signage, prizes, and booth opportunities.

Reining Alberta is also involved in promoting the sport through the initiation and management of a major breeding program. In 2019, the Reining Alberta Performance Program (RAPP) had 26 prominent stallions and 133 foals from ages of 0-5 yrs of age nominated into the program. RAPP is growing rapidly and has successfully attracted an increasing number of entries each year.

The support of our sponsors is crucial to the continuing growth of Reining Alberta. We will endeavor to make this relationship beneficial to all parties involved. Please contact us to discuss how you can participate in this growing program.

Reining Alberta Sanctioned Events

Reining Alberta Branch Clinics

Reining Alberta anticipates it will be hosting 8+ clinics during 2020 at the branch level. The clinics help educate everyone from the grassroots reiner to the seasoned professional. Clinics assist in growing the industry by introducing new reiners to the sport and by giving the local professionals who teach our clinics an opportunity to meet new clients.

Reining Alberta Regional Branch Circuit Shows

Reining Alberta anticipates it will be hosting in excess of 15 branch shows during 2020. There are three regions within the province, the Peace Country, North, and South (from Grand Prairie to Nanton, Alberta). These branch shows give beginner reiners (of all ages) an opportunity to gain confidence and experience in the show ring before stepping up to the classic shows.



Reining Alberta Spring Classic

June 4-7, 2020 - Westerner Park - Red Deer, AB

- Excellent location to showcase your business
- 250 competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast
- 58 classes over four days
- Over \$32,000 in added money

Reining Alberta Summer Classic & Provincial Challenge

July 2-5, 2020 - Westerner Park - Red Deer, AB

- Touch base again here with new clients made at the Spring Classic
- 200+ competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast
- 44 classes over four days
- \$19,000 in added money

Reining Alberta Fall Classic & Western Canadian NRHA Affiliate Championships

September 3 – 6, 2020 – Westerner Park – Red Deer, AB

- Excellent new location to showcase your business
- 250 competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast
- 61 classes over four days
- over \$25,000 in added money



REINING ALBERTA SPONSORSHIP LEVELS

Reining Alberta Partner - \$3,000+

- Exclusive name association with the Association as a Partner of Reining Alberta.
- On-going promotional identity for the year including
 - Social Media recognition (Facebook, Newsletter, Website and any distributions by Reining Alberta (show entry packages).
 - Facebook Campaign (posts of your choice during each of the Classic Shows and ad hoc through the year).
- Identification on all press-releases, signage, banners, show program and any other materials distributed by Reining Alberta.
- Prime booth location at all 3 Classic Shows and any Branch Event you wish to attend.
- Web banner recognition on the live webcast hosting page (Classic Shows).
- High profile class of your choice at each of the Classic Shows named after your company. Example: *Equistro* 3 year old Open Futurity.
- Participation in awards presentations at Classic Shows.
- Your Company's banner displayed at Classic shows (banner to be supplied by sponsor).
- Opportunity to include sponsor provided literature in competitor show packages.
- Recognition by announcer at Classic shows.
- Advertising in Classic Show & Entry packages.
- Recognition of sponsorship (**including website link and corporate logo**) on the Reining Alberta website.

Gold Sponsor - \$2,000 - \$2999

- Product display space at the Classic shows.
- Social Media Campaign (posts during the year of your choice).
- Web banner recognition on the live webcast hosting page (Classic Shows).
- Your Company's banner displayed at Classic shows (banner to be supplied by sponsor).
- Opportunity to include sponsor provided literature in competitor show packages.
- Recognition by announcer at Classic shows.
- Advertising in the Classic Show & Entry packages.
- Recognition of sponsorship (including website link and corporate logo) on the Reining Alberta website.

Silver Sponsor - \$1,000 - \$1999

- Product display space at the Classic shows.
- Name association with a class and your company's name engraved on a Canadian Supreme Buckle.
- Your Company's banner displayed at Classic shows (banner to be supplied by sponsor).
- Opportunity to include sponsor provided literature in competitor show packages.
- Recognition by announcer at Classic shows.
- Recognition on Social Media.
- Recognition in Classic Show & Entry packages.
- Recognition of sponsorship (including website link) on the Reining Alberta website.

Bronze Sponsor - \$500 - \$999

- Name association with a class.
- Recognition by announcer at Classic shows.
- Recognition on Social Media
- Recognition in the Classic Show & Entry Packages.
- Recognition of sponsorship (including website link) on the Reining Alberta website.

Buckle Sponsor – \$200 per buckle

- Recognition of sponsorship on the Reining Alberta website.
- Recognition in the Classic Show & Entry Packages.

Coffee Sponsor - \$150 per Classic Show

- Recognition of sponsorship on the Reining Alberta website.
- Recognition in the Classic Show & Entry Packages.

Friends of Reining Alberta – less than \$500

- Recognition in the Classic Show & Entry Packages



Thank you for your interest in providing sponsorship to Reining Alberta. Your support is appreciated and integral to our success.

Reining Alberta 2020 Sponsorship Form Sponsor Name:	
Sponsor Contact:	Title:
Sponsor Street Address:	City & Province:
Postal Code:	Email Address:
Phone Number:	Fax Number:
Website URL:	

Sponsorship Details

Reining Alberta Partner	<input type="checkbox"/>	\$3,000+
Reining Alberta Gold Sponsor	<input type="checkbox"/>	\$2,000 - \$2,999
Reining Alberta Silver Sponsor	<input type="checkbox"/>	\$1,000 - \$1,999
Reining Alberta Bronze Sponsor	<input type="checkbox"/>	\$500 - \$999
Reining Alberta Buckle Sponsor	<input type="checkbox"/>	\$200 per buckle
Coffee Sponsor	<input type="checkbox"/>	\$150 per Classic Show
Friend of Reining Alberta	<input type="checkbox"/>	less than \$500

The above sponsorship levels are based on cash sponsorship
Sponsorship levels for sponsorship of product or services will be reviewed by sponsorship committee.

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