



COMMUNITY. COMRADERIE. COW HORSE.

IDAHOINEDCOWHORSE.COM

JOIN THE FASTEST GROWING PERFORMANCE HORSE SPORT!

Nowhere in the world of equestrian sport will you find more exciting action than in the reined cow horse arena. Cow Horses and riders elevate traditional skills used on the ranch to an artform where each team is judged on the skilled execution of maneuvers and where heart and courage are celebrated.

Herd Work One horse and rider enters a group of cattle, separates a single animal, and then prevents it from returning to the herd. Judges are impressed by horses that display exceptional courage while holding a difficult cow, work on a loose rein with a bright, alert expression, and maintaining proper position on the cow.

Reining Horse and rider perform a pattern with specific maneuvers: loping fast and slow circles, performing flying lead changes, spinning in each direction, sliding stops and backing up.

Fence Work The cow work, also called the fence work, is the final, adrenaline-fueled stage of reined cow horse competition. The horse and rider must control a single cow by turning it down the fence and circling 360° both ways. The most controlled cow work, with the highest degree of difficulty and the best form, scores the highest.



Herd Work



Reining



Fence Work

OUR HISTORY

Idaho's first snaffle bit futurity was held 50 years ago in 1974. Two years later in 1976, the Idaho Reined Cow Horse Association (IRCHA) was officially formed and is one of the longest standing cow horse associations in the United States. An affiliate of the National Reined Cow Horse Association (NRCHA.COM), Idaho is proud to be the largest NRCHA organization in the Northwest offering the largest cow horse shows in the region. Due to its impact on the industry, the IRCHA was named NRCHA's Affiliate of the Year in 2023 and followed it in 2024 as Reserve Affiliate of the Year.

Shows are held at the state-of-the-art Ford Idaho Horse Park in Nampa, Idaho. Each year, owners, trainers and competitors from over 25 states and Canadian provinces attend one of two premium events offering over \$190,000 in added prized money. In 2024, the IRCHA sold out of available horse stalls, proving the growth of the sport in this region. The all-volunteer board of the non-profit consists of passionate trainers, owners, and non pro cow horse competitors dedicated to growing this sport in Idaho and offering a premium cow horse event to the surrounding states and beyond.

The IRCHA helps to lead the Intermountain Reined Cow Horse Circuit, a regional awards organization, uniting affiliates in Idaho, Utah, Nevada, Montana and Wyoming and offering year-end awards to competitors. The IRCHA also funds the Idaho Reined Cow Horse Youth Association offering scholarships and yearly youth show to our deserving future generations. The IRCHA has also created the immensely popular Triple Threat Clinic held every other year.

MISSION

HORSE MEN AND WOMEN DEDICATED TO GROWING THE SPORT OF REINED COW HORSE IN THE NORTHWEST AND ROCKY MOUNTAIN REGION AND CREATING OPPORTUNITY FOR ALL LEVELS OF OWNERS AND RIDERS.

The IRCHA is a premier NRCHA Affiliate registered 501(c)5 non-profit association. As an affiliate, we offer cow horse enthusiasts a low-entry barrier to begin competing and showing their horses. It is imperative that these affiliates are supported by the equine industry to continue to grow our sport and the western lifestyle.





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1500+

COMPETITORS

\$550,000+

PAYOUT

25+

STATES & PROVINCES
REPRESENTED

OUR SHOWS BY THE NUMBERS

The IRCHA offers two shows during the year. The first is the IRCHA Classic held in May and includes a Derby, Horse Show and Bridle Spectacular. In 2026, we have \$40,000 added with an expected payout over \$120,000. From 2022 to 2026 we experienced a 35% increase in entries! The IRCHA Snaffle Bit Futurity is held at the end of October, is our major event and includes Futurity, Derby and Horse Show classes. In 2026 we are offering \$175,000 added prize money with over \$450,000 projected total payout. From 2022 to 2025 we've experienced a 21% increase in entries and in 2024 and 2025 sold out of available horse stalls at the Nampa Idaho Center.

2026 IRCHA CLASSIC

- > 525 entries
- > \$40,000 added
- > \$127,000 total payout
- > 6% entry increase from 2025
- > Four full days

2025 IRCHA FUTURITY

- > 1,111 entries
- > \$150,000 added
- > \$420,000+ total payout
- > 17% entry increase
- > Eight full days

2025 MEDIA STATS

- > Website - 52,934 site sessions
- > 12,600 unique visitors
- > 33% of traffic is returning visitors
-
- > 9,689 Followers
- > 825,077 Facebook reach
- > 42.1K organic visits
- > 82,450 engagement

CURRENT SPONSORS

Join our community and our generous sponsors like the companies below who believe in the IRCHA! It is your support that allows us to provide added money and prizes to our competitors and grow the industry in Idaho.



VISIT
NAMP.A.org



SPONSORSHIP LEVELS

- > Idaho Futurity Title & Futurity Sponsor (Private Treaty)
Finalist Buckle Sponsor - \$5,000
- > Idaho Classic Title Sponsor (Private Treaty)
Open Derby Sponsor - \$5,000
- > Idaho Classic Bridle Spectacular & Buckle Sponsor - \$5,000
- > Boxing Shootout Sponsor - \$5,000

Premium Class Sponsors - \$1,500 - \$5,000

- | | | |
|--------------------|---------------------|--------------------|
| > LVL/Novice Derby | > Open Bridle | > Open Two Rein |
| > Non Pro Derby | > Non Pro Bridle | > Non Pro Two Rein |
| > Boxing Derby | > Open Hackamore | > Int/Ltd Boxing |
| > Non Pro Futurity | > Non Pro Hackamore | > Youth Cow Horse |
| > Boxing Futurity | > Box Drive | > Youth Boxing |

Special Event Sponsors

- > Livescoring & Live Feed Sponsor - \$5,000
- > Practice Pen Sponsor - \$2,000
- > Cow Cam Sponsor - \$1,000

Champion Sponsors - \$750

Reserve Champion Sponsors - \$250

Sponsorship will determine level of event promotion:

- > Arena Banner
- > Live Mentions
- > Facebook Ads
- > Win Photo Promotion
- > Live Feed Video Ad
- > Website Logo
- > Reserved Viewing Table
- > Vendor Booth

Have a creative idea for marketing your brand or business? We'll work with you!

CONTACT

LINDSEY SALEK

208-631-9152

LINDSEYLSALEK@GMAIL.COM



2026 *dates*

October 31 - November 8, 2026
May 27 - 30, 2027

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SPONSORSHIP OPPORTUNITIES

All sponsorships include both IRCHA Snaffle Bit Futurity and Classic Derby promotions

EXCLUSIVE PRESENTING & OPEN FUTURITY SADDLE SPONSOR

PRICING TBD

IRCHA Snaffle Bit Futurity & Classic Derby Exclusive Naming Rights
Logo incorporated into IRCHA Futurity & Classic Derby Logo
Multiple Main Arena Banner Placements
Livestream Commercial Rotation
Website & Social Recognition
Vendor Booth
Announcer Mentions
Friday and Saturday Night Reserved Viewing Table



OPEN DERBY SADDLE SPONSOR

\$5,000

Main Arena Banner Placements
Livestream Commercial Rotation
Website & Social Recognition
Logo included on all Win photos for O/IO/LO Derby
Vendor Booth
Announcer Mentions
Friday and Saturday Night Reserved Viewing Table

BOXING SHOOTOUT SADDLE SPONSOR

\$5,000

Main Arena Banner Placements
Livestream Commercial Rotation
Website & Social Recognition
Logo included on all Win photos for NP/INP/LNP Boxing
Classes & Shootout Winner Photo
Vendor Booth
Announcer Mentions
Friday and Saturday Night Reserved Viewing Table

OPEN BRIDLE SADDLE SPONSOR

\$5,000

Main Arena Banner Placements
Livestream Commercial Rotation
Website & Social Recognition
Logo included on all Win photos for O/IO/LO/LIO Bridle
Vendor Booth
Announcer Mentions
Friday and Saturday Night Reserved Viewing Table

PREMIUM CLASS SPONSOR

Main Arena Banner Placements
Livestream Commercial Rotation
Website & Social Recognition
Logo included on all Win photos
Vendor Booth
Announcer Mentions
Friday and Saturday Night Reserved Viewing Table

Available Classes

\$3,500

- > Non Pro Derby
- > Non Pro Futurity
- > Non Pro Bridle
- > Open Hackamore
- > Open Two Rein

\$2,500

- > Youth Cow Horse
- > Youth Boxing
- > Boxing Futurity
- > Boxing Derby

\$1,500

- > LVL1/Novice Open Derby
- > Non Pro Hackamore
- > Non Pro Two Rein
- > Box Drive

CHAMPION BUCKLE SPONSOR

\$750 First Year, \$450 Returning

Main Arena Banner Placement
Website & Social Recognition
Announcer Mentions

RESERVE CHAMPION SPONSOR

\$250

Website & Social Recognition
Announcer Mentions



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FINALIST & SPECTACULAR BUCKLE SPONSOR

\$5,000

Main Arena Banner Placement
Livestream Commercial Rotation
Website & Social Recognition
Logo included on all Finalist and Spectacular photos
Vendor Booth
Announcer Mentions
Friday and Saturday Night Reserved Viewing Table

LIVESTREAM/LIVESCORING SPONSOR

\$5,000

Logo placement on Stream
"Brought to you by" on all mentions including High Score Highlights
Main Arena Banner Placement
Livestream Commercial Rotation
Website & Social Recognition
Vendor Booth
Announcer Mentions
Friday and Saturday Night Reserved Viewing Table

CATTLE CAM SPONSOR

\$1,000

Logo placement on Stream during Cattle Cam
Livestream Commercial Rotation
Website & Social Recognition
Announcer Mentions

CATTLE PRACTICE PEN SPONSOR

\$2,000

Main Arena & Cattle Pen Banner Placement
Livestream Commercial Rotation
Website & Social Recognition
Announcer Mentions

**FOR MORE CUSTOM SPONSORSHIP OPPORTUNITIES CONTACT:
LINDSEY SALEK AT (205) 631-9152 | LINDSEYLSALEK@GMAIL.COM**



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SPONSOR CONTACT INFORMATION

Contact Name: _____

Business/Sponsor Name (will be the name used for promotion):

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Cell: _____

Email: _____

SPONSORSHIP OPPORTUNITY

☐ Premium Class Sponsor - \$3,500 Preferred Division/Class? _____

☐ Premium Class Sponsor - \$2,500 Preferred Division/Class? _____

☐ Premium Class Sponsor - \$1,500 Preferred Division/Class? _____

☐ Champion Buckle Sponsor ☐ First Year - \$750 ☐ Returning Sponsor - \$450

☐ Reserve Champion Sponsor - \$250

For Returning Sponsors:

☐ I would like to update my Arena Sign (will be billed separately)

_____ Total Amount Due

Payment Method: ☐ Check Enclosed ☐ Please invoice me

Please make checks payable to IRCHA

*Email completed form to lindseysalek@gmail.com or mail with payment to:
IRCHA, PO Box 1375, Caldwell, ID 83606*

*For all other sponsorship inquiries, please contact Lindsey Salek at 208-631-9152 or email:
lindseysalek@gmail.com*