



2022-2023 IRCHA SPONSORSHIP LEVELS

MAJOR/CHAMPION/RESERVE/PRODUCT

Thank you for your interest in becoming a sponsor for our Idaho Reined Cow Horse Association. The Idaho Reined Cow Horse Association is an affiliate association with the National Reined Cow Horse Association. We are proud to produce the two largest reined cow horse events in the great state of Idaho - The Classic Derby, Spectacular and Horse Show in May and the November Futurity, Derby, and Horse Show. In 2021, the IRCHA Futurity paid out \$110,000 in added money to 807 entries across the Futurity, Derby, and Horse Show Classes with owners representing 25 states and Canadian provinces.

Your sponsorship dollars help us put on spectacular shows that showcase some of the greatest horses and riders in the industry! Sponsorship dollars are applied to the added money and prizes received by our contestants and owners. Sponsorship dollars also allow us to host our events in the beautiful, state of the art Ford Idaho Center.

By becoming a sponsor you will receive the basic following amenities (Major Sponsor will include everything Champion includes, Champion includes everything Reserve Champion includes):

Major Sponsor

- Prime logo placement on IRCHA website with link to your website.
- Pre-promotion with multiple mentions including logo and description of company on social media.
- Video interview with your company representative (videoed in advance) to rotate during breaks of the show's live-stream.
- 10x12 vendor booth can be included if sponsor desires to showcase their product.
- Opportunity for flier/coupon/promotional distribution at exhibitor check-in.

Champion Sponsor

- Pre-promotion will include your logo being displayed on the Idaho Reined Cow Horse website and mentions on facebook page.
- A sign will hang inside the arena for Fall 2022 & May 2023 shows viewed on the live feed and in-person spectators.

Reserve Champion Sponsor

- Name mentioned on website
- Thank You Signage will be hung throughout the building during the show.
- Live mentions throughout the week and during the event.

Product Sponsor

- Level of sponsorship to be negotiated, but typically follows sponsorship levels (\$1,500 of product = Major Product Sponsor)

I commit to the following 2022 Sponsorship:

Major Sponsor \$1,500

Reserve Champion Sponsor \$250

Champion Sponsor \$750

Champion Sponsor (returning) \$450

Product Sponsor \$ _____ Description of Product: _____

Signature

Date

IRCHA President/John Palleria