



TITLE SPONSOR & OPEN FUTURITY SADDLE SPONSOR

NOVEMBER 2022 - MAY 2023

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.

Title Sponsor receives the following promotions:

The IRCHA Open Futurity Champion is the most coveted title of the show. The Futurity classes are highlighted throughout the week with Open, Intermediate, Limited Open and Novice Horse Champions. These professional riders compete Sunday through Saturday and your company will be blasted to our viewership during each class on the website and through social media.

- The Title Sponsor will have their logo professionally incorporated into the IRCHA Futurity Logo which will be present across all forms of digital and print media, advertising, and announcements. Their Facebook page and/or website will be linked on all social media posts and in a prominent part of the IRCHA website. If the contract is signed before show submission to the NRCHA for approval, the show will also be billed on the NRCHA website as the "Title Sponsor" IRCHA Futurity, Derby, and Horse Show.
- Every win photo will have the custom Title Sponsor and IRCHA Snaffle Bit Futurity Logo overlaid in a prominent location with special social media posts highlighting the winners.
- Two 4x8 signs will hang inside the arena for both Fall and May shows for all spectators to see. Sign artwork to be provided by the sponsor. Additional signage can be provided by sponsor.
- A Custom Champion saddle with Title Sponsor logo will be awarded to the winner after the Futurity Finals. A representative of your company is encouraged to present the saddle winner for promotional pictures.
- Video commercial or interview with a company representative will rotate during the show's livestream.
- Prominent booth or product placement at the showgrounds for the duration of show.
- Reserved table for viewing throughout the entire show.
- Thank you signage will be hung throughout the building during the show.
- Opportunity for flier distribution at exhibitor check-in.

Please fill out and return this form no later than October 1, 2022. Please contact Lindsey Dell at 208-631-9152 or lindseydell@gmail.com with any questions.

I commit to being the 2022 Title Sponsor & Open Futurity Saddle Sponsor for \$15,000!

COMPANY NAME _____

PHONE _____ EMAIL _____

ADDRESS _____ ZIP _____

Sponsor Signature

Date

IRCHA President/John Palleria