



ARABIAN HORSE ASSOCIATION OF UTAH

SPONSORSHIP IMPACT & REACH

Supporting Utah's Arabian horse community year-round

The Arabian Horse Association of Utah connects Arabian horse owners, trainers, breeders, exhibitors, youth riders, families and enthusiasts through horse shows, educational clinics, member events and year-round outreach. Sponsorship support helps AHAU create opportunities that strengthen and grow the Arabian horse community throughout Utah and surrounding states.

60-90 HORSES at a typical show	180-270 PEOPLE at a typical show	1,000+ EMAIL subscribers	REGIONAL REACH Utah + surrounding states	LIVESTREAM EXPOSURE beyond the venue
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WHAT YOUR SPONSORSHIP SUPPORTS

Sponsorships help AHAU produce horse shows, educational clinics and member events; provide exhibitor awards and prize money; recognize youth participants; support volunteers; offset event and operational costs; and create opportunities for Arabian horse owners, trainers, breeders and enthusiasts throughout the region.

HOW SPONSORS ARE SEEN

- Event announcements and repeated announcer recognition
- Prominently displayed Sponsor Thank You signage
- Arena banners
- Social media and website recognition
- Livestream exposure
- Class, award and award-presentation recognition
- Dedicated sponsor features and expanded recognition at higher levels

BUILDING STRONGER KIDS AND FUTURE ADULTS

Horses teach responsibility in a way few activities can. Caring for, training and showing horses requires consistency, patience, accountability, problem-solving, resilience, mental toughness and hard work. Young people involved with horses learn how to recover from setbacks, keep working when progress is slow, manage pressure and understand that improvement comes from daily effort, preparation and follow-through. These are skills that help build confident, capable, resilient and hardworking adults.

WHO WE REACH

AHAU reaches a highly targeted equestrian audience of Arabian horse owners, breeders, professional trainers, lesson programs, amateur and youth exhibitors, horse-owning families, spectators and equestrian enthusiasts from throughout Utah and surrounding states.

Our audience is grassroots, close-knit and deeply passionate about the Arabian horse community. Members and exhibitors value the businesses that support their events and are enthusiastic about supporting sponsors in return - through direct purchases, referrals and word-of-mouth recommendations.

WHY AHAU

Unlike broad advertising, AHAU sponsorship puts businesses directly in front of an engaged, relationship-driven audience of horse owners, trainers, exhibitors and families. Sponsors are not simply placing an ad - they are helping support the events, education and community that keep the Arabian horse industry active and growing in the region.

YEAR-ROUND CONNECTION

AHAU communicates with more than 1,000 email subscribers and maintains year-round contact through its website, social media, horse shows, educational clinics and member events. Sponsors have opportunities to be recognized both on-site and beyond the event venue.

NONPROFIT STATUS: Arabian Horse Association of Utah is a tax-exempt 501(c)(5) nonprofit organization. Contributions and sponsorships are not deductible as charitable contributions for federal income-tax purposes. Sponsorship payments may be deductible as ordinary and necessary business expenses when applicable. Please consult your tax advisor.