

# Idaho Paint Horse Club - Summer Color Classic Sponsorship

## About

The Idaho Paint Horse Club (IPHC) was founded in the 1960s as a regional affiliate of the American Paint Horse Association (APHA). It was the first APHA club established outside the state of Texas. IPHC's founder, Wilma June "Butch" Wonderlich, was the first female president of APHA and was inducted into the APHA Hall of Fame in 2012. IPHC encourages an interest in and a love for the Paint Horse by promoting good horsemanship and sportsmanship in all activities, providing APHA classes at horse shows, encouraging Paint breeding for conformation and ability, and educating the public about the qualities of the Paint Horse and APHA. In 2022, APHA awarded IPHC as one of only four clubs recognized for their accomplishments in promoting, preserving, and providing meaningful experiences with Paint Horses.

Due to its strong support of APHA programs, members, and growth initiatives, APHA selected IPHC's Summer Color Classic as one of only eight shows in 2025 to award \$5,000 matching funds of "Chrome Cash." With its wide success, APHA once again selected the Summer Color Classic as one of 16 national and international shows to receive the \$5,000 Chrome Cash matching funds in 2026. The Summer Color Classic is hosted at the Idaho Horse Park in Nampa, Idaho and will be from July 28 through August 2, 2026.

IPHC is seeking sponsors to fund the \$5,000 Chrome Cash for APHA to match. Additionally, IPHC has prided itself on providing a multi-breed show opportunity at the Summer Color Classic and has secured 4 judges carded not only in APHA, but also the American Quarter Horse Association (AQHA), Appaloosa Horse Club (ApHC), and National Snaffle Bit Association (NSBA). Since Chrome Cash is limited to just APHA exhibitors, IPHC has a goal to match up to \$5,000 each for the Idaho Quarter Horse Association and the Magic Valley Appaloosa Club. IPHC also has a goal to offer 11 NSBA specific futurity (prize money) classes. If IPHC is able to secure at least \$1,000 for a class, NSBA will provide a coveted Pewter trophy for the class champion. Lastly, IPHC offers 18 High Point and Reserve High Point awards at the conclusion of the show. Each High Point sponsorship is \$125 and each Reserve High Point sponsorship is \$75.

## Overall Sponsorship Goals

- Chrome Cash Matching Funds - \$5,000
- Cash for Quarters Matching Funds - \$5,000
- Lots for Spots Matching Funds - \$5,000
- NSBA Futurity Classes (11) - \$11,000
- IPHC High Points (18) - \$2,250
- IPHC Reserve High Points (18) - \$1,350
- **Total Sponsorship Goal - \$29,600**

## Why Sponsor?

Sponsoring IPHC's Summer Color Classic is a strategic advertising partnership that delivers meaningful exposure to a committed and highly engaged audience. Horse show participants are notably brand-loyal and intentionally support the businesses that invest in their sport.

By sponsoring this event, partners play a direct role in sustaining equestrian sport, youth education and leadership, and the agricultural heritage of our state, while aligning their brand with excellence, community, and tradition.

Our members and exhibitors are:

- Family-oriented participants actively involved in youth and equine programs
- Entrepreneurs and small business owners
- Community-minded consumers who support brands that give back
- Agricultural professionals and dedicated horse owners

Our shows attract exhibitors, families, and spectators coming from across the Western U.S. and Canada. In 2025, the Summer Color Classic had over 400 APHA entries, over 360 AQHA entries, 280 ApHC entries, and over 350 individual classes, not counting concurrent ones.

By supporting IPHC's Summer Color Classic, sponsors gain:

- Targeted exposure to a highly engaged, niche audience
- Positive brand recognition within a trusted community
- Direct access to a loyal and brand-conscious customer base
- Long-term visibility through continued association with a premier event

### Brand Visibility

- Banner placement around show arenas gaining live exposure at the show and future exposure in show photos and videos
- Logo placement in printed and digital show programs
- Sponsor name printed on the large award checks presented to money class winners
- Logo and link featured on IPHC website and recognition posts on IPHC social media

### On-Site Recognition

- Sponsor announced over loudspeaker throughout show
- Announcement before and after specific classes sponsored
- Opportunity for sponsor representative to participate in award presentations and photos
- Vendor booth or promotional space
- Opportunity to provide branded items in show High Point and Reserve award packages

### Community Alignment

- Support of youth programs
- Direct engagement with a niche but financially active demographic
- Collaboration with a respected statewide equine organization
- Positive brand association with sportsmanship, agriculture, and family values

# Idaho Paint Horse Club Sponsor Investment Levels

## Platinum: \$1,000+

- Vendor space included
- IPHC provided banner to hang in arena during show; sponsor can keep at end
- Option to provide branded items for show High Point and Reserve award packages
- Sponsor name printed on large check for money class winners
- Option for sponsor representative to present winning award/check and participate in Class Champion photo
- Featured in digital and printed show schedule
- Posted on IPHC website 2026 Sponsor page and on IPHC Facebook
- Announced multiple times per day, including before and after specific class sponsored

## Gold: \$500-\$999

- Discounted vendor space
- Sponsor provided banner to hang in arena during show
- Option to provide branded items for show High Point and Reserve award packages
- Sponsor name printed on large check for money class winners
- Option for sponsor representative to present winning award/check and participate in Class Champion photo
- Featured in digital and printed show schedule
- Posted on IPHC website 2026 Sponsor page and on IPHC Facebook
- Announced multiple times per day, including before and after specific class sponsored

## Silver: \$200-\$499

- Featured in digital and printed show schedule
- Posted on IPHC website 2026 Sponsor page and on IPHC Facebook
- Announced multiple times per day during show

## Bronze: \$75-\$199

- Posted on IPHC website 2026 Sponsor page
- Announced once per day during the show

Thank you for sponsoring the 2026 Idaho Paint Horse Club  
Summer Color Classic!

Name: \_\_\_\_\_

Recognition Name (if different): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Level:  Platinum     Gold     Silver     Bronze

Amount: \_\_\_\_\_

Please pay online (<https://idahopainthorseclub.com/sponsors>) or make a check out to Idaho Paint Horse Club.

Mail checks to:

*Idaho Paint Horse Club  
Attn: Treasurer, Patricia Schuster  
1784 W Bayeux Drive  
Meridian, ID 83642*

Idaho Paint Horse Club is a 501(c)(5) agricultural organization. Donations to IPHC are not tax deductible.  
Businesses may elect to write-off IPHC sponsorships as an advertising expense.