

New York Reined Cow Horse Association

2023 Sponsorship Information

About Us

The New York Reined Cow Horse Association (NYRCHA) was formed in January 2009 and is affiliated with the National Reined Cow Horse Association (NRCHA). The NYRCHA maintains a green-rider-friendly attitude while also offering nationally sanctioned classes. The mission of the NYRCHA is to perpetuate the early Spanish traditions of highly trained reined cow horses, to promote interest in the reined cow horse throughout the Northeast by providing educational and competitive venues that have family-oriented environments, and to develop all around cow horses using proper horsemanship and good sportsmanship.

Since 2009, the club has grown tremendously and has become a leader in the Northeast for the promotion of the sport. We have outgrown many of our venues throughout the years as a direct result of the support received by our sponsors. We look forward to continuing this upward trend to benefit our heritage.

With your support, we can preserve the tradition of reined cow horse and hold onto a piece of our Western history.

Your contributions allow NYRCHA to host educational events, competitions, and provide rewarding opportunities for all members.

Benefits of sponsoring NYRCHA

- 1) All our Board members are volunteers, therefore, EVERY CENT you donate to NYRCHA goes directly to our members, whether it be awards or cost sharing of expenses to hold the shows.
- 2) Exposure! Our members are from a vast geographic area and you can reach many new customers in one place by having your name announced and posted at our shows. Class sponsors and year-end sponsors announced at every show.
- 3) Cow horse is a family; we want YOU to be a part of it with us.



2023 Event Schedule

April 14 – 16: The Spring Derby (Sanctioned)- Garwood Arena (Columbiana, OH)

May 5 - 7: Ranch Bonanza #1 - (Schaghticoke Fairgrounds, NY)

June 16 – 18: Silver Spur Classic - Garwood Arena (Columbiana, OH)

July 7 - 9: Keystone Jamboree - Keystone Horse Center (Bloomsburg, PA)

August 10–13: The Northeast Spectacular (Sanctioned) - Garwood Arena (Columbiana, OH)

September 22-24: Ranch Bonanza #2 - (Schaghticoke Fairgrounds, NY)



New York Reined Cow Horse Association 2023 Sponsorship Form

Name or Business Name:	
Contact Name & Title (if applicable):	
Phone Number:	
Email Address:	
Mailing Address:	

- ✓ If you have a logo you'd like us to share on our website and social media posts, please email it to: nycowhorse@gmail.com
- ✓ If you have a banner to provide for us to hang at our shows, please include that in an email to the above address.
- ✓ If you have a marketing write-up or specific items to mention when announcing our sponsorships at shows, as well as to post on our website, please include that in an email to the above address.

Class Listing (if you would like to sponsor a specific class)

NRCHA Classes: these are nationally-sanctioned classes where horse & rider pairs compete for both Regional and National titles. Detailed descriptions for these classes can be found in the NRCHA rulebook as well as online at www.nrcha.com

<i>Fence Classes</i>		<i>Boxing Classes</i>	
Open Bridle	Open Hackamore		Box Drive
Intermediate Open Bridle	Intermediate Open Hackamore		Non-Pro Boxing
Limited Open Bridle	Limited Open Hackamore		Intermediate Non-Pro Boxing
Non-Pro Bridle	Non-Pro Hackamore		Limited Non-Pro Boxing
Intermediate Non-Pro Bridle	Open Two Rein		Youth Boxing
L1 Non-Pro Bridle	Non-Pro Two Rein		Youth Boxing 13 & Under
Youth Cow Horse			

NYRCHA Club Classes: Please see details at www.newyorkrcha.com/class-rules

Open Herd Work	Ranch Boxing	Working Cow Horse	Green Rider 1
Non-Pro Herd Work	Ranch Rail	Amateur Working CH	Green Rider 2
Green Rider Herd Work	Ranch Riding	Green Horse Box	Green Youth
Green Horse Herd Work	<----->	Leadline Youth	Youth W-T Track



Thank you for your interest in sponsoring the New York Reined Cow Horse Association!

We have 3 levels of **Corporate Sponsorships**, 2 levels of **Member Sponsorships**, and a **Trainer Sponsorship** available for your consideration. If you would like to sponsor an item for a **Show Award**, see the bottom for easy-to-choose items!

<p>Level 1 CORPORATE SPONSOR <u>\$250 - \$999</u></p> <ul style="list-style-type: none"> ○ Corporate banner hung in arena at all shows (provided by sponsor) ○ Name/logo placed on NYRCHA website with link ○ Quarterly Facebook post sharing business information ○ One individual Facebook sponsorship announcement post per year sharing your about info, flyer, etc. ○ Vendor space, if applicable, at all shows ○ Display of marketing/sales materials at all shows ○ Periodic announcement of sponsorship at all shows ○ Placement on sponsorship poster at all shows 	<p>Level 1 MEMBER SPONSORSHIP <u>\$200 - \$499</u></p> <ul style="list-style-type: none"> ○ Quarterly Facebook announcement ○ Regular announcements of sponsorship at all shows ○ Included on sponsorship poster that is hung at all shows ○ Specific use donation: Sponsorship of morning coffee/donuts or herd help snacks at a show – with signage
<p>Level 2 CORPORATE SPONSOR <u>\$1,000 - \$4,999</u></p> <p>All of the above and:</p> <ul style="list-style-type: none"> ○ Corporate banner hung in <u>prime location</u> at all shows ○ Individualized Facebook announcement at minimum three times per year (per business' requirements) ○ Name and logo placed on all show bills ○ Sponsorship of a Year-End Award (i.e., saddle, bridle set, etc.) if desired. 	<p>Level 1 MEMBER SPONSORSHIP <u>\$500 and up</u></p> <p>All of the above and:</p> <ul style="list-style-type: none"> ○ Stall priority for horses entered at shows, based on sponsorship level ○ Priority RV spots at all shows, if requested ○ Sponsorship of a specific Year-End award (if desired) – i.e., a certain class or division
<p>CORPORATE PARTNER SPONSOR <u>\$5,000 or greater</u></p> <p>All of the above and:</p> <ul style="list-style-type: none"> ○ Corporate banner hung in arena at all shows <u>in main photography backdrop of the show pen</u> ○ Name and logo placed on website home page ○ Name and logo placed <u>prominently</u> on all show bills, including custom event card for social media ○ Individualized Facebook advertisement twice per quarter (8x per year) ○ Two email blasts of your company advertisement at your request to all members on our list ○ Named sponsor show and/or for class during an Event (i.e. The Northeast Spectacular presented by “your business” 	<p>TRAINER <u>\$250 and up</u></p> <ul style="list-style-type: none"> ○ Banner hung in arena at all shows ○ Placement of name with business link on website ○ Placement on sponsorship poster hung at every show ○ Quarterly Facebook advertisement ○ Facebook share of your clinics or special events (1x per event) ○ Display of marketing/sales materials ○ Periodic announcements of sponsorship ○ Stall priority for horses entered at shows, based on sponsorship level (upon request)
<p>SHOW AWARD SPONSORSHIP (by item)</p>	
<p>Show saddle blanket - \$150.00</p>	<p>Level 1 Romal Reins - \$300.00</p>
<p>Yucca Flats saddle blanket - \$305.00</p>	<p>Level 2 Romal Reins - \$500.00</p>
<p>Headstall - \$250.00</p>	<p>Level 1 Cow Horse Bit - \$300.00</p>
<p>Horse Sport Boots (4pk) - \$150.00</p>	<p>Level 2 Cow Horse Bit - \$500.00</p>
<p>Stable Sheet - \$100.00</p>	<p>Buckle - \$200.00</p>