



## National Stock Horse Association

The National Stock Horse Association was founded in 2004 with the goal of producing premier stock horse competitions, while promoting our sport, our western heritage and the rich history of the stock horse and its origination from the Spanish Vaquero tradition.

In 2017 the NSHA and their partners will strive to grow the stock horse industry through the production of added sale incentives tied to the NRCHA sales, added benefits to horses showing at both events and travel deals for exhibitors from the west hauling to Texas. The NSHA Board of Directors is dedicated to continually pursuing new ways to keep our west coast fans & competitors entwined with the NRCHA.

### Quick Facts & Exciting News:

- ★ Over 92% of the horses who show at the NSHA Futurity show at the NRCHA Snaffle Bit Futurity.
- ★ In 2009 & 2016 the same horse won both futurities. If that happens again it provides the cow horse industry the opportunity to pay over \$175,000 to a 3-year-old.
- ★ Our events are viewed worldwide providing additional advertising for the 2017 NRCHA SBF and Horse Sales.
- ★ A partnership between the NRCHA & NSHA results in all levels of horses, riders & owners being able to participate in a major Snaffle Bit Futurity on the west coast.

### New Opportunity:

With the decision of the NRCHA to move the Snaffle Bit Futurity to Fort Worth in 2017 to increase exposure of stock horse events, the NSHA has an incredible opportunity to continue hosting a premier event. An event which has become a mainstay of the west coast cow horse industry.

The NSHA would also like to pursue joining their horse sale to the NRCHA yearling and two year old Select Sales. This would encourage west coast breeders, riders and horses to participate in the NRCHA Futurity, while generating funds for the NRCHA sale incentive program.

With the current board of directors, the NSHA can partner with the NRCHA to produce a spectacular event and to continue promoting the reined cow horse tradition in California, Washington, Nevada, Idaho, Arizona and Utah. The 2017 Futurity will be a premier of horses and competitors who will be showcased at Fort Worth.



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## Sponsorship Packages:

### Open Premier Event Package: \$25,000

- ★ Press release issued to industry related publications
- ★ One full color page ad in two issues of an industry related publication
- ★ Twenty Five feature postings on social media pages
- ★ Continued mentions and sharing on social media pages through out the year
- ★ One two page full color spread in event program
- ★ Logo appears on all NSHA printed material and on NSHA website
- ★ One 10x20 booth space at designated events
- ★ Use of the NSHA member mailing list for direct mail
- ★ Web-link to your website from the NSHA website
- ★ Mention in all media spots
- ★ Two banners in the warm-up arena
- ★ One banner in the main arena
- ★ Three 4x8 arena banners provided
- ★ Continued announcer mentions throughout event
- ★ Title Sponsorship

### Hackamore Package: \$10,000

- ★ Press release issued to industry related publications
- ★ One full color page ad in one issue of an industry related publication
- ★ Fifteen feature postings on social media pages
- ★ Continued mentions and sharing on social media pages through out the year
- ★ One page full color ad in event program
- ★ Logo appears on all NSHA printed material and on NSHA website
- ★ One 10x10 booth space at designated events
- ★ Web-link to your website from the NSHA website
- ★ Mention in all media spots
- ★ One banner in the warm-up arena
- ★ One banner in the main arena
- ★ Continued announcer mentions throughout event
- ★ Title Sponsorship

### Bridle Package: \$5,000

- ★ Press release issued to industry related publications
- ★ Five feature posting on social media pages
- ★ One full page full color spread in the event program
- ★ Logo appears on NSHA website sponsor page
- ★ Web-link to your website from the NSHA website
- ★ One banner in the warm-up arena
- ★ One banner in the main arena
- ★ Continued announcer mentions throughout event

### Saddle Sponsor: \$2,000

- ★ Titles & Divisions:
  - ★ Titles-Open, Non-Pro
  - ★ Divisions-Int. Open, Ltd. Open, Non-Pro, Amateur Non-Pro
- ★ Saddles will be up for display the entire week in the awards booth for all contestants and spectators to view
- ★ Sponsor signage will be displayed above each saddle
- ★ Continued announcer mentions during respective division
- ★ One feature posting on social media pages
- ★ Mention in the event program



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## Sponsorship Packages:

### Friends of the NSHA Sponsor:

\$1,000

- ★ One feature posting on social media pages
- ★ Mention in event program
- ★ One 4x8 arena sign
- ★ Continuous announcer mentions throughout the event

### Bit/Buckle Sponsor:

\$350 Finalist, \$500 Champion

#### Divisions:

Open, Int Open, Ltd Open  
Non-Pro, Int Non-Pro, Ltd  
Non-Pro, Amateur Non-Pro  
Open Bridle  
Open Hackamore  
Youth Ltd  
Youth Bridle  
Open Two Rein  
Ltd Open Hackamore  
Non-Pro Hackamore

Bits and Buckles will be up on display the entire week in the awards booth for all contestants and spectators to view  
Sponsor signage will be displayed above each saddle  
Continued announcer mentions during respective division  
Mention in event program and on social media pages

## SPONSORS TO PROVIDE OWN SIGNAGE AND ARTWORK FOR PROGRAM ADS.

Business or Ranch Name \_\_\_\_\_ Date: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip Code: \_\_\_\_\_ Contact Person (please print) \_\_\_\_\_  
Phone: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_  
Sponsor Package Choice: \_\_\_\_\_ Amount: \_\_\_\_\_  
Authorized signature: \_\_\_\_\_



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