



# EXCLUSIVE SPONSORSHIP PACKAGE

Reining Australia invites you  
to be a part of the



**AUSTRALIA EQUINE & LIVESTOCK EVENTS CENTRE  
TAMWORTH NSW  
18TH-21<sup>ST</sup> AUGUST 2010**



## *Don't just ride ... "Ride and Slide"*

Dear Patron,

On behalf of the Reining Australia Board I would like to invite you to be part of the exciting sport of Reining during our premier event at the Tamworth Australian Equine and Livestock Events Centre from the 18th to 21st August 2010.

The continued growth of our sport not only within Australia but overseas is directly dependent upon your support. Reining Australia are now members of the NRHA International Affiliate Program. This program will include our Australian competitors and corporate partners with International recognition and provide opportunity for some of Australia's best horses and riders to compete at an International Level.

The sport of Reining is truly an international sport now and Australia will be opened up to a whole new marketplace to promote our Australian industry, our horses, our riders and our sponsors products and services. In the year 2012 Reining is being considered as an Olympic sport, which goes to prove that the discipline of Reining is moving forward in leaps and bounds.

Now is the time to get involved in this wonderful industry. During the National show we expect over 100 competitors and 2000 spectators from Australia wide during the four days of competition! We also had over 25 Trade Exhibitors at the 2009 Show creating a buyers environment for riders and spectators, as well as fun times at the Fundraising Auction & Futurity Calcutta.

One of the highlights of the event will be the 3 year old Open and Non Professional Futurities featuring 3 year old horses competing for over \$50,000, sterling silver belt buckles and Trophy Saddles. Total cash prize pool for the National show alone is over \$90,000. The show is judged by approved international judges from America.

The Continental Championship events will allow competitors from across the country to represent their local affiliate club to become the Australian Continental Champion; the youth are also featured with team challenges. The National show offers a truly unique environment for family friendly competition and is an exciting spectator sport

Please consider our 2010 RA Supporters Package. It is the ideal opportunity for us to promote your business to a National audience through our established equine network.

Kind Regards,

ERROL THOMAS  
RA Sponsorship Team  
[www.reiningaustralia.com.au](http://www.reiningaustralia.com.au)  
Ph 0417 617461



## *Don't just ride ... "Ride and Slide"*

### **About Reining Australia**

- The National Reining Horse Association was established in 1987. Reining in Australia started out as an unfamiliar equine sport. It has grown to become a recognised equine discipline and now an International Association, Reining Australia. At the 2000 Olympics Reining was included as a demonstration sport. In the year 2012 Reining is being considered as an Olympic event.
- RA has an extremely strong membership and is the governing body of its affiliates based throughout Australia.
- RA has strong ties with numerous horse societies as it promotes all breeds to become involved with the sport of reining, and also attracts a diverse range of competitors from youth through to a very active senior membership. Did you know the equine industry is the third largest employer in this country? Just think how many people and businesses you can be in contact with.
- Promotion of Reining Australia through numerous horse societies and national magazines that access up to 250,000 Australians actively involved in horse sports and with our international affiliation it gives us access to millions of horse sports enthusiasts world-wide. Horse sports participants are generally well educated and have above average to high level incomes.
- Did you know? Reining Australia has produced a World Champion! Martin Larcombe won the World Championship in Europe in 2004 again in 2006. We also have produced other successful Australian competitors and trainers in Europe and America.
- Trade Exhibitor Success. We had over 25 trade exhibitors at our national show with excellent feedback from exhibitors on good sales and plenty of interest in their products from new clients. *(If you would like to contact any of our exhibitors as trade references, please let us know.)*



## *Corporate Sponsor \$10,000*

### **SHOW NAMING RIGHTS**

-  Free accommodation for 2 people for the shows duration (to the Value of \$1000)
-  Free REINING AUSTRALIA International Membership and "Reiner" magazine subscription
-  Your Logo and Company Name recognition on all advertising material in lead up to show including competitors entry pack, front page of program and all advertising pre and post event.
-  Arena Advertising Prominent Position (sponsor to provide banners)
-  Framed Certificate of Appreciation to display in your Business Place
-  Banner advertising on official REINING AUSTRALIA web site (Reining Australia.com) – priority exposure, with web link. 12 months
-  2 Full Page Colour Advertisements in Show Programme including 1 inside front or back cover and 10 Free Programs
-  Free Trader Space in premium exposure area
-  Full page Advertising in the bi-monthly members newsletter "The Slider"
-  Continued introduction by Show Announcer over 4 days
-  Your Flyer or Business Pamphlet in competitors Pack
-  Presentation during all event awards
-  Free entry to all 4 days of show for 6 people with full access to VIP Gold area areas with light refreshments provided and arena VIP designated seating.
-  4 tickets to Hall of Fame dinner.
-  Selection of Premium Reining Australia Merchandise



## **\$7500** **Major Sponsor**

- 🏆 Your Logo and Company Name recognition on all advertising material in lead up to show including competitor's entry pack, inside page of program and all advertising.
- 🏆 ½ page colour advertising in the "SLIDER" National newsletter for 12 months and a free subscription for 12 months
- 🏆 Arena Advertising Prominent Position (sponsor to provide)
- 🏆 Banner advertising on official REINING AUSTRALIA web site – priority exposure, with web link. 12 months
- 🏆 Company Name Recognition on front page of show program
- 🏆 Framed Certificate of Appreciation to display in your Business Place
- 🏆 Full Page Advertising in Show Program in Prominent Position
- 🏆 Flyer or Business Pamphlet in Competitors Pack (sponsor to provide)
- 🏆 Free Trader Space in high traffic area
- 🏆 Advertising in the bi-monthly members newsletter "The Slider"
- 🏆 Continued introduction by Show Announcer over 4 days
- 🏆 Presentation of Event Futurity Sashes
- 🏆 Free entry to all 4 days of show for 6 people with full access to VIP Gold area, light refreshments provided.
- 🏆 VIP designated seating for 4 people
- 🏆 4 tickets to Hall of Fame dinner.
- 🏆 Selected Reining Australia Merchandise



## ***\$5,000 Major Event Sponsor or Trophy Saddle Sponsor***
















### ***EXCLUSIVE MAJOR EVENT OR SADDLE NAMING RIGHTS***

- 🏆 Half page colour advertising in the National equine publication "SLIDER" National Newsletter for 12 months
- 🏆 Arena Advertising, Prominent position (sponsor to provide)
- 🏆 Banner advertising on official REINING AUSTRALIA web site – priority exposure, with web link. 12 months
- 🏆 Recognition on front page of show program
- 🏆 Framed certificate of appreciation to display in your Business place
- 🏆 Full Page Colour Advertising in Show Program in Prominent Position
- 🏆 Flyer or Business Pamphlet in Competitors Pack (sponsor to provide)
- 🏆 Free Trader Space in high traffic area
- 🏆 Continued Introduction by Show Announcer over 4 days
- 🏆 Presentation of Event Futurity Sashes or Prize Saddle
- 🏆 Free entry to all 4 days of show for 4 people with full access to VIP Gold area with light refreshments provided and arena VIP designated seating
- 🏆 4 tickets to Hall of Fame dinner.
- 🏆 Selected Reining Australia Merchandise



# **\$3000** ***Event & Trophy Buckle*** ***Sponsor***














## ***EVENT NAMING RIGHTS AND CUSTOM MADE BUCKLE PRESENTATION***

-  Promotion as Event and Buckle Sponsor
-  1/4 page colour advertising in the "SLIDER" National Newsletter for 12 months
-  Arena Advertising (sponsor to provide)
-  Free listing with Logo and Web link on official REINING AUSTRALIA web site for 12 months
-  Website Banner Advertising for 3 months (sponsor to provide)
-  ¼ page ad in the industry newsletter "Slider" for 2 issues (posted and online)
-  Certificate of Appreciation to display in your Business Place
-  Half Page Colour Advertising in Show Program and Free Program
-  Flyer or business pamphlet in Competitors Pack (sponsor to provide)
-  50% off Trader Space
-  Continued introduction by Show Announcer over 4 days
-  Presentation of sashes and Custom made Trophy Buckle
-  Free entry to all 4 days of show for 4 people with full access to VIP Gold area with light refreshments provided.
-  2 Tickets for VIP Hall of Fame dinner.
-  2 Reining Australia Caps.



## **\$1,500** ***Event Sponsor***

### ***EVENT NAMING RIGHTS***

-  Headline promotion as the Event sponsor in the National Show programme
-  1/8 page colour advertising in the "SLIDER" National Newsletter for 12 months and a free 12 month subscription
-  Arena Advertising (sponsor to provide)
-  Free advertising on official REINING AUSTRALIA web site – Priority Exposure, with web link. 12 months
-  Certificate of Appreciation to display in your Business Place
-  1/3 page Advertising in Show Program and Free Program
-  Flyer or Business Pamphlet in Competitors Pack (sponsor to provide)
-  50% off Trader Space valued at \$150 per day
-  Continued introduction by Show Announcer over 4 days
-  Presentation of Sashes and Custom made Trophy Buckle
-  Free entry to all 4 days of show for 4 people with full access to VIP Gold area with light refreshments provided.
-  VIP attendance for 2 at Hall of Fame
-  2 Reining Australia Caps



**\$600**  
***Champions Custom Made  
Trophy Buckle Sponsor***









***HEADLINE EPROMOTION AS REINING AUSTRALIA CHAMPION  
BUCKLE SPONSOR***

-  Buckle Sponsor Headline promotion for chosen event in the National Show programme
-  Arena Advertising (sponsor to provide)
-  Free advertising on official REINING AUSTRALIA web site with web link. 12 months
-  Certificate of Appreciation to display in your Business Place
-  Quarter Page size advertising in Show Program and Free Program
-  Flyer or Business Pamphlet in Competitors Pack (sponsor to provide)
-  25% Discount off Trader Space set at \$150 per day
-  Continued introduction by Show Announcer over 4 days
-  Presentation of Sashes and Custom made Trophy Buckle
-  Free entry to all 4 days of show for 2 people with full access to VIP Gold area with light refreshments provided.



## ***\$300 Sponsor***

### ***HEADLINE PROMOTION AS REINING AUSTRALIA RESERVE CHAMPION SPONSOR***

-  Headline promotion for chosen event in the National Show programme
-  Arena Advertising (sponsor to provide)
-  Free advertising on official REINING AUSTRALIA web site with web link. 12 months
-  Business card size advertising in Show Program and Free Program
-  Flyer or Business pamphlet in Competitors Pack (sponsor to provide)
-  Continued introduction by Show Announcer over 4 days
-  Presentation of Custom made Saddle Blanket
-  Free entry to all 4 days of show for 2 people with full access to VIP Gold area with light refreshments provided.



**SPONSORSHIP**

**FORM**

Company Name: .....

Contact Name: .....

Address: .....

.....

E-mail: .....

Contact Phone: .....

Mobile: .....

Level of Sponsorship: .....

Name of Event: .....

Prize Description & Quantity: .....

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Any donation, large or small, is gratefully appreciated.

Please return form with details and cheque to:

Errol Thomas  
PO Box 236  
Dalby QLD 4405

Alterately: Reining Australia Inc.  
BSB 032278  
Account: 376754