

*ORCHA Sponsorship Opportunities*  
*2009 NRCHA Affiliate of the Year*



***How we work for you***

**The ORCHA Yearbook**

The ORCHA publishes a Yearbook recapping the show season. It will include the 2010 Year End results, the 2011 event schedule, a Breeder's and Trainer's directory, a description of classes for spectators and ADVERTISING SPACE. This publication is a "must have" for all of our members, competitors and spectators. The valuable references and information inside will ensure that they will want to hold on to it and refer to it often, making it a great place retailers to advertise their products & services. This publication will be distributed at all ORCHA events and available for local retailers. Description: 8 ½ x 11; Full color glossy cover pages; B/W inside. Deadline is February 1, 2011; just in time for distribution at our year end awards banquet to be held at the end of February.

**Ohio RCHA Newsletter**

The ORCHA publishes a bi-monthly newsletter that is sent to members and current & past newsletters are posted online.

**Press Releases**

The ORCHA sends out periodic press releases to more than 20 associations, newspapers, and trade publications. Every press release sent will contain the names of each Major Sponsor. We have been published in the Stock Horse News and Quarter Horse News as well as several local news outlets. Past press releases can be found on our website including information on published press releases.

**www.ohiorcha.com website**

ORCHA shows are listed with the NRCHA, APHA and Quarter Horse News websites, all linking back to our site. Our site averages over 130 unique visitors a day. Major sponsor web links are listed on all our web pages. The website is updated weekly at a minimum.

**Email blasters**

Before each Ohio RCHA show, an email blaster is sent out to over 1,200 email addresses to help promote the show. Major & Affiliate Level Sponsor logos with links to their web site are included on each email. Blasters are also sent as each newsletter comes out. We average 1-2 emails a month. Stats show that over 75% of the emails sent are read within 2 days and have readers back to our site.

**Breeder Directory and Trainer Directory**

We also have Breeder and Trainer Directories. These are located online and also in our Yearbook. We keep this advertising rate low to attract many breeders and trainers so that the website and the yearbook become an information resource to the regional cow horse participants.

**Classifieds**

This is an economical way to advertise your reined cow horse related business on our website. List your equine business service, horse for sale or saddle for sale.

## 2011 Sponsorship Levels and Pricing

### **Major Event Naming Rights (negotiable/ \$2,500 min)**

You receive all the benefits of the Major sponsor plus other negotiated benefits.

### **Extreme Cow Horse Saddle series – saddle sponsor (\$1850)**

You receive all the benefits of the Major sponsor plus other negotiated benefits.

### **Major Event Division Sponsor (negotiable/ \$250 min)**

Negotiated benefits dependant on monetary value

### **Morrison Sponsor (\$61.50 Plaque or \$513 Bronze)**

### **Major Sponsor (\$500)**

- Unlimited banners displayed in arena during all shows and clinics
- Full page ad in the Yearbook, ad in all newsletters
- Sponsorship announcements made at all horse shows.
- Email blaster with logo and link to web site.
- Advertisement and link on ORCHA website; home page, classifieds and sponsor page.
- 4 tickets to the Annual Awards Banquet

### **Affiliate Sponsorship (\$300) *less than \$50 a weekend!***

- Up to 2 Banners displayed in arena during all shows and clinics
- 1/2 page ad in the Yearbook
- Sponsorship announcements made at all horse shows.
- Email blaster with logo and link to web site.
- Advertisement and link on ORCHA website; classifieds and sponsor page.
- 2 tickets to the Annual Awards Banquet

### **Youth or Green Buckle Sponsor (\$100)**

- Listed as Youth or Green Buckle Sponsor in the Yearbook
- Advertisement on ORCHA website on sponsor page.
- Recognition as Buckle Sponsor during Year End Award Banquet

The ORCHA will consider taking goods such as saddles, buckles, coolers, saddle pads, halters, ect. in lieu of, or in combination with, a cash sponsorship.

### **Other Advertising Opportunities**

<b>Yearbook Ads</b>	<b>Due Feb 1, 2011</b>			<b>For distribution starting Feb 2011</b>	
Full Page Color	\$300	Full Page B/W	\$200	½ Page B/W	\$110
¼ Page B/W	\$60	1/8 Page B/W	\$40		

### **Trainer/Breeder Ads *Just \$35/year!***

12 months on the website and an ad in the Yearbook directory!

### **Classified Ad *\$7/2 months or \$35/year.***

Ads will appear on website for 2 months and in one newsletter. (up to 2 photos)

**Don't have a website?** We can build a web page for you! You can list items or horses for sale, have multiple photos and give detailed information about your business. For just \$60/year, you get an ad in the Yearbook directory, a listing on the Breeders, Trainers or Classifieds page, a link to your own page and you can have it updated monthly.

# 2011 Sponsorship Form



## Sponsorship Levels

- Major Event Naming Rights
- Major Event Division Sponsor
- Saddle Sponsor \$1850
- Major Sponsor \$500
- Affiliate Sponsor \$300
- Youth Sponsor \$100
- Green Buckle Sponsor \$100
- Morrison Plaque \$61.50
- Morrison Bronze \$513

## Directory Ads

- Trainer Directory \$35
- Breeders Directory \$35
- Classified Ad 2 months \$7
- Classified Ad 1 year \$35

## Yearbook Ads

- Full Page color \$300
- Full page B/W \$200
- 1/2 Page \$110
- 1/4 Page \$60
- 1/8 Page \$40

Check here if you need design help! We will contact you.

Print ads and photos can be emailed directly to [info@ohiorcha.com](mailto:info@ohiorcha.com)

Please make checks payable to: ORCHA

Please provide advertisement layout (Acceptable formats: any electronic format or camera ready copy) email to [info@ohiorcha.com](mailto:info@ohiorcha.com) or mail to:

Ohio Reined Cow Horse Association  
PO Box 16023  
Columbus, OH 43216

Questions can be directed to  
Carrie McBride by phone  
614-519-2809 or via  
email: [info@ohiorcha.com](mailto:info@ohiorcha.com)

<b>Ad information</b>
Company or Individual Name: _____
Contact Name: _____
Phone: _____
Address: _____
Email: _____
Website: _____

Plain text ad information for Classified, Breeders or Trainers Ad:

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