

ORCHA Sponsorship Opportunities

2009 NRCHA Affiliate of the Year



**Reined Cow Horse
Association**

The Ohio Reined Cow Horse Association is the largest NRCHA affiliate east of the Mississippi and one of the top NRCHA affiliates in the country! We draw entrants from Ohio, Michigan, Indiana, Kentucky, Virginia, Pennsylvania, West Virginia, Tennessee, New York, Florida and Canada.

How we work for you

The ORCHA Yearbook

The ORCHA publishes a Yearbook recapping the show season. It will include the 2011 Year End results, the 2012 event schedule, a Breeder's and Trainer's directory, 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, 2012; 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.

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 most of 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 1,400 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.

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.

2012 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 (banner is sponsor provided)
- 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) \$50 a weekend!

- 1 banner displayed in arena during all shows and clinics (banner is sponsor provided)
- 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

Other Advertising Opportunities

Yearbook Ads	Due Feb 1, 2012	For distribution starting Feb 2011			
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.

2012 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

Please make checks payable to: ORCHA

Please provide advertisement layout and email to 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

Ad information

Company or Individual Name: _____

Contact Name: _____

Phone: _____

Address: _____

Email: _____

Website: _____

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