



The Arabian Horse Association's Region 5 contains over 1,000 members in Alaska, Washington, Northern Idaho and Western Montana. Region 5 currently has 12 active clubs putting on average of 15 shows per year. along with several community events. The annual Region 5 Championship Show takes place every July and brings in over 600 exhibitors, owners and spectators from across the Pacific Northwest and Canada.

We welcome you to become a Corporate Sponsors through one of our three packages. These sponsorships benefits are for a full 12 month, year-to-date from the time of your commitment. In addition, they can be customized with additional sponsorships options through our Region 5 Championship Show.

Horse owners and exhibitors are an active and highly influential group with significant purchasing power, offering a natural target market for sponsors offering first-quality products and/or services. Even more compelling from a marketing viewpoint are the large number of high-demographic families in which multiple family members participate.

As a group, equestrian owners, competitors and fans are well educated and have ample discretionary income. Their age and professions make them a perfect target audience for sponsors seeking an upscale audience for their products and services. Research compiled from the United States Equestrian Federation, USEF, summarizes the power and influence of the equestrian enthusiasts.

- 27,000,000 people (over age 12) ride a horse at least once a year.
- 14,580,000 people (over age 12) ride a horse on a regular basis.
- 88,000.000 attend sanctioned horse-related events during the year.
- 85% are women, 63% are married. Average age is 39 with the majority in the 34-54 range.
- 66% have a college degree or better and 56% are employed full-time.
- 80% make or directly influence purchasing decisions at work.
- Nearly half have an annual income greater than \$100,000.
- 63% have traded stocks, bonds or mutual funds in the last year.
- 60% regularly purchase goods and apparel through catalogues.
- 97% hold more than one credit card account.
- 22% own two or more homes with an average market value of \$594,000.
- 43% take more than 16 airline trips each year.
- Spend 30 nights a year in a hotel and rent a vehicle four times per year.
- Typically own three vehicles; 55% were purchased in the last year.
- 94% own pets in addition to one or more horses or ponies.

Thank you,

Shannon Bedell

Region 5 Corporate Sponsorship



Platinum \$3000

- Banner ad on Region 5 Homepage
- Region 5 and Club Facebook ads
- Full Page ad in Region 5 Championship Program
- Areana Banner (Banner must be provided no later than June 30th)
- Three-times daily announcement in center ring as a Corporate Sponsor at Region 5 Championship Show
- Free 10x10 Vendor Space at Region 5 Championship Show
- Advertisement in quarterly Region 5 Member newsletter
- List as sponsor with Regional Insider sent to all AHA members
- Advertisement at all Region 5 Club events

Gold \$2,250

- Sidebar ad on Region 5 website
- Region 5 and Club Facebook ads
- Half-Page ad in Region 5 Championship Program
- Arena Banner (Banner must be provided no later than June 30th)
- Three-times daily announcement in center ring as a Corporate Sponsor at Region 5 Championship Show
- Free 10x10 Vendor Space at Region 5 Championship Show
- Advertisement in quarterly Region 5 Member newsletter
- List as sponsor with Regional Insider sent to all AHA members
- Advertisement at all Region 5 Club events

Silver \$1,500

- Listing as corporate sponsor on Region 5 website
- Region 5 and affiliated club Facebook advertisement
- Business Card ad in Region 5 Championship Program
- Arena Banner (Banner must be provided no later than June 30th)
- Three-times daily announcement in center ring as a Corporate Sponsor at Region 5 Championship Show
- Free 10x10 Vendor Space at Region 5 Championship Show
- Advertisement in quarterly Region 5 Member newsletter
- List as sponsor with Regional Insider sent to all AHA members
- Advertisement at all Region 5 Club events

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____ EMAIL _____

WEBSITE _____

INFORMATION TO APPEAR ON BANNER _____

LEVEL OF SPONSORSHIP _____

Make checks payable to Region 5
Mail to: Shannon Bedell, 18916 SE 64th Way, Issaquah, WA 98027
(509) 833-7843 OR email at bedellshannonl@gmail.com

All ads must be photo ready. Design assistance available. Please contact Shannon Bedell (bedellshannonl@gmail.com) for rate. Arena banner can be purchased for \$275 including design.