

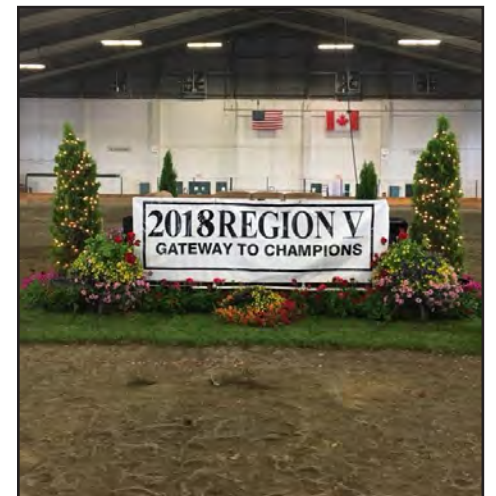


Arabian Horse Association
AHA REGION **5**

ALASKA ~ WASHINGTON ~ NORTHERN IDAHO ~ WESTERN MONTANA

39TH ANNUAL Region 5

Arabian & Half-Arabian Championship Horse Show
Sport Horse June 26-30, 2019
Main Ring July 9-13, 2019
Evergreen Equestrian Park Monroe, WA



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THE REGION:

The Arabian Horse Association's Region 5 encompasses Alaska, Washington, Northern Idaho, and Western Montana. Region 5 has earned the respect of Arabian horse competitors across the country. Whether for show, endurance or dressage, horses from the Pacific Northwest are among the best in the nation.

THE COMPETITION:

Our two 5-day horse shows attract the "best from the Northwest" every year. These are the only Arabian show in which exhibitors, horses and professionals leave the show with the title of Region 5 Champion. Region 5 attracts owners from Washington, Idaho, Oregon, Montana, British Columbia and Alberta every year. Additionally, Region 5 is available to viewers via web streaming globally.

THE EVENT:

Region 5 attracts exhibitors from numerous disciplines in the Arabian Industry. Classes range from performance and halter to reining and trail and our sport horse show features everything from carriage driving to over fences, showcasing professionals, amateur and youth exhibitors. Arabian and Half-Arabians are described as "the most versatile breed" and are showcased all over the world.

SPONSORS:

Sponsors have the opportunity to align themselves with the most prestigious Arabian Horse show in the Northwest. Advertisements will reach to owners, trainers, exhibitors and spectators internationally both at the show and through web streaming.

EXPOSURE:

Sponsors may receive year round exposure and benefits to include website advertisement, social media advertisement, email blasts and promotion through the Region 5 Arabian Horse Association. Surrounding the event sponsors may receive promotion through press releases, PA announcements and advertisement in the printed and digital show program.



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STATISTICS AND DESCRIPTIONS

THE ASSOCIATION:

23,000 Active Members
1,100,000 Arabian, Half-Arabian & Anglo-Arabian horses registered since inception
\$3,000,000 Annual Prize Money Offered

THE REGION:

1,000+ Active Members
15 Horse Shows/Rides Held per year
12 Active Clubs
2500+ Website Visits per month

THE SHOW:

5 Days of Competition
300+ Horses
600+ Exhibitors and Owners
197 Regional Champions
38 Years of Continual Competition
\$600,0000+ Local Economic Impact
1600+ Online Spectators



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UNITED STATES EQUINE DEMOGRAPHICS:

The average member spends \$16,000 per year on equine-related purchases for a total over \$1.6 billion per year.

- 88,000,000 people attend sanctioned horse-related events during the year
- 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 catalogs
- 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

**Information provided by US Equestrian*



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PLATINUM LEVEL CORPORATE SPONSORSHIP - \$2000

- 12-month year-to-date
- Four Class Sponsorships at Region 5 Championship Show and Region 5 Sport Horse Championship Show
- Banner ad on Region 5 Homepage
- Advertisement on Region 5 live feed page
- Minimum of 2 ads per show and one ad for other Region 5 sponsored events through Region 5 Facebook Page
- Full Page black & white 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 and Region 5 Sport Horse Championship Show
- Free 10x10 Vendor Space at Region 5 Championship Show and Region 5 Sport Horse Championship Show
- Business promotional materials in exhibitor packages
- Advertisement in quarterly Region 5 Member newsletter
- List as sponsor with Regional Insider sent to all AHA members
- Advertisement at Region 5 sponsored activities and shows
- Additional opportunities and upgrades can be customized to need



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REGION 5 CHAMPIONSHIP FULL SESSION SPONSORSHIP - \$350

- Sponsor of 12 classes
- Name listed in show program as sponsor of each class
- Full page ad in print and digital program (digital to be hosted through Region 5 livefeed page)
- Rotating ad on Region 5 Website/Live Feed Page
- Announcement through center ring during each class and session
- Minimum of 2 ads through Region 5 Facebook Page

REGION 5 CHAMPIONSHIP HALF SESSION SPONSORSHIP - \$200

- Sponsor of 6 classes
- Name listed in show program as sponsor of each class
- Half page ad in print and digital program (digital to be hosted through Region 5 livefeed page)
- Rotating ad on Region 5 Website/Live Feed Page
- Announcement through center ring during each class and session
- Minimum of 2 ads through Region 5 Facebook Page

REGION 5 SPORHORSE CHAMPIONSHIP FULL/HALF SESSION SPONSORSHIP - \$250/150

- All of the perks above but no program ad



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ACTIVITY SPONSORSHIPS

Region 5 Main Ring Only unless noted

MORNING FEED TROUGH - \$500

- Sponsorship of daily breakfast station at Region 5 Sport Horse and Main Ring Championship
- Half page ad in print and digital program (digital to be hosted through Region 5 livefeed page)
- Announcement through center ring daily
- Arena Banner (Banner must be provided no later than June 30th)
- Signage display under upper tent (must be provided no later than June 30th)
- Minimum of 2 ads through Region 5 Facebook Page

STICKHORSE WORKSHOP & PARADE - \$175

- Sponsorship of stickhorse workshop - free activity for all kids to make their very own horse!
- Half page ad in print and digital program (digital to be hosted through Region 5 livefeed page)
- Announcement through center ring prior to activity and during stickhorse parade
- Arena Banner (Banner must be provided no later than June 30th)
- Minimum of 2 ads through Region 5 Facebook Page



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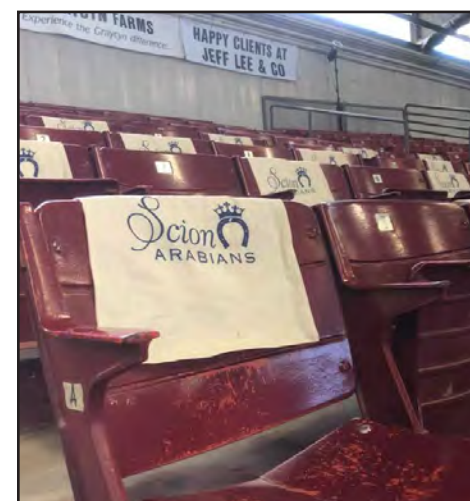
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PAINTED PONY WORKSHOP - \$150

- Sponsorship of painted pony workshop - all kids welcome to come paint a ceramic horse to take home
- Half page ad in print and digital program (digital to be hosted through Region 5 livefeed page)
- Announcement through center ring daily
- Arena Banner (Banner must be provided no later than June 30th)
- Signage display under upper tent (must be provided no later than June 30th)
- Minimum of 2 ads through Region 5 Facebook Page

SPOTLIGHT SPONSOR - \$300 (WEDNESDAY, THURSDAY & SATURDAY)

- Title sponsor of evening soirée
- Opportunity to present stallion, sale horse, breeding stock, etc. to a captive audience in center ring prior to evening session
- Announcement through center ring prior to activity and throughout evening session
- Collateral display in tent area and arena
- Advertisement through Region 5 Facebook and website



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REGION 5 CHAMPIONSHIP ALL-AROUND HIGHPOINT

- \$150 - Molly's Custom Silver Buckle/Spur Sponsor (4 available)
- \$175 - Ribbon Sponsor: Sponsor name to appear on ribbons(4 available)

Sponsors who commit to either of the above items by June 1, 2019 will get:

- Full page in the Region 5 Championship show program
- Logo on High Point Poster that will be posted outside show office
- Show announcer to read each sponsor name and a brief description of business throughout the show
- Logo, brief description and hyper-link to website on Region 5 Facebook
- Thank you listings in Region 5 Newsletters and Regional Insider.

REGION 5 YEAR END AWARDS

- \$150 - Molly's Custom Silver Buckle/Spur Sponsor (6 available)
- \$110 - Ribbon Sponsor: Sponsor name to appear on ribbons Champion through 10th (13 available)

Sponsors who commit to either of the above items by June 1, 2019 will get:

- Full page in the Region 5 Championship show program
- Listing in Region 5 Year End Highpoint dinner program
- Logo, brief description and hyper-link to website on Region 5 Facebook
- Thank you listings in Region 5 Newsletters and Regional Insider.



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ADDITIONAL OPPORTUNITIES:

PROGRAM ADVERTISEMENT

- Business Card Ad - \$40 (no color)
- Half Page Ad - \$80 (no color)
- Full Page Ad - \$150 (color \$300)
- Inside Front Cover - \$300 (color \$450)
- Inside Back Cover - \$300 (color \$450)
- Outside Back Cover - \$350 (color \$500)
- Color Upgrade (Full page) - \$100

ARENA BANNER

4x8' arena banner \$150. Banner design must be camera ready and provide by May 23. Design assistance available for \$50.

Other show packages and digital advertising is available. If you are interested please contact Shannon Bedell at AHARegion5@gmail.com or call at 509-833-7843.



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