



# 2008 Sponsorship Package

## Saskatchewan 32nd Annual Stakes & Futurity

**Dear Potential Sponsor:**

The SRHA Saskatchewan Reining Horse Association is in the process of planning activities for our 32<sup>nd</sup> annual Saskatchewan Stakes and Futurity Horse Show and our 10<sup>th</sup> annual SRHA Summer Series. We are forwarding the package in order that you may consider support of our association in the form of sponsorship. We wish to thank the returning sponsors for their past support and appreciate the consideration of new sponsors. Our growth and success would not be possible without those sponsorships.

The SRHA Summer Series was introduced in 1999 to develop the reining industry in Saskatchewan. We continued controlled but significant growth in our year round program last year and expect thing to be bigger and better in 2008. With the constant growth of the SRHA Summer Series, we will also continue to see growth in our annual show, the Stakes and Futurity. Our futurity in 2003 was the largest show in Canada in terms of entries. We continue to give our sponsors increased exposure.

Reining has become one of the horse industries most popular sports. This means that sponsors of our show receive a lot of good advertising to growing cross-section of consumers across Saskatchewan and Western Canada. Our sponsors are tied to all media coverage leading up to and during the event.

In 2007 the Saskatchewan Stakes and Futurity paid out more than \$25,000.00 in prize money. That kind of payout and our commitment to horse and rider attracts some of the best horse rider teams in the country to our show. That in turn guarantees excellent exposure and marketing opportunities for our sponsors. It is important for the SRHA to recognize that without sponsorship from Saskatchewan business, our continued growth and success would not have been possible.

In 2008 the SRHA continues a youth incentive program to promote participation and growth in the youth membership of our association. This program will be very important to the development of our youth as future competitors and contribute to the development of their sportsmanship and leadership skills. We have structured the program to emphasize and reward participation and work ethic as well as excellence in the sport.

We invite you to become a sponsor of the Saskatchewan Reining Horse Association. In 2008 our Saskatchewan Stakes and Futurity will be held October 24,25 & 26 in Moose Jaw, Sk.. In 2008 there are 8 shows in the SRHA Summer Series. May 10 & 11 Prince Albert, June 14 & 15 Saskatoon, July 12 & 13 Beechy & Lucky Lake, August 2 & 3 Swift Current.

We have forwarded the structure of our basic sponsorship package for your review.

If you would prefer, we can also discuss a custom-tailored packaged developed specifically for you or your company.

I look forward to discussing this unique promotional opportunity with you.

Yours truly,

Director,  
Saskatchewan Reining Horse Association

# Saskatchewan Reining Horse Association Summer Series Sponsorship Package 2008

## **Friends of the Summer Series**

- Your name referenced in “Friends of the Futurity” sponsored class
- Your name in the 2008 official show program

## **\$250 Class Sponsor**

- Advertising on the Summer Series sponsor page in the 2008 official program, business card size.
- Personalized Summer Series class sponsorship signage to be displayed at all 8 Summer Series shows and at the stakes and futurities show, October 24, 25 & 26/2008
- Your name tied to media and in-show reference to “your” class
- An opportunity for you or your representatives to present awards to your class winners

## Saskatchewan Stakes & Futurity Horse Show

# Sponsorship Package 2008

*Sponsorship of the show event ties you to the top competition and world class competitors from Canada and the Northwest United States.*

## **\$1000 Gold Sponsorship**

- A full-page ad in our 2008 official show program
- You provide a sign for display at the show
- Your name tied to media and in-show reference to “your” class
- Logo or name exposure in local media advertising and promotion
- An opportunity for you or your representatives to present awards to your class winners
- Tradeshow booth space for the three day event if desired
- Name displayed on SRHA website

## **\$500 Silver Sponsorship**

- A ½ page ad in the 2008 official show program
- You provide a sign for display at the show
- Your name tied to media and in-show reference to “your” class
- Logo or name exposure in media advertising and promotion
- An opportunity for you or your representatives to present awards to your class winners
- Name displayed on the SRHA website

## **\$250 Bronze Sponsorship**

- A ¼ page ad in the 2008 official show program
- Your name tied to media and in-show reference to “your” class
- An opportunity for you or your representatives to present awards to your class winners
- Name displayed on the SRHA website

## **Friends of the Futurity**

- Your name referenced in “Friends of the Futurity” sponsored class
- Your name in the 2008 official show program

# Saskatchewan Stakes & Futurity Program Ad Only

Full Page.....	\$500.00
½ Page.....	\$250.00
¼ Page.....	\$125.00
Business Card.....	\$75.00
& Friends of the Futurity	