



**APPALOOSA
HORSE
CLUB**



**2025 SPONSORSHIP
OPPORTUNITIES**

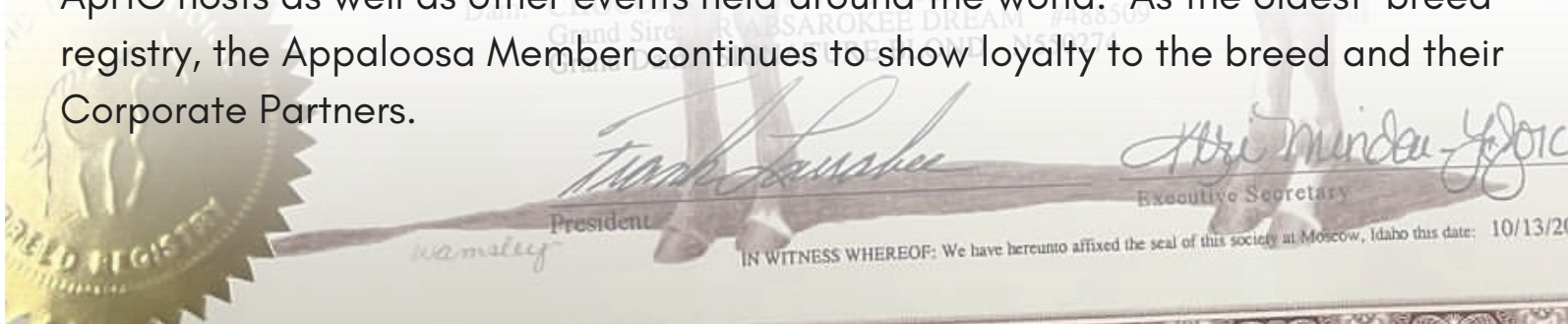
Introduction



Statistics on Appaloosa Horse Club:

- Over 10,000 entries at our National Show, Youth World Show and Open World Show in 2024
- 18 active International Affiliates
- 6 Specialty Associations- Games Horse, Reining Horse, Ranch Horse, Halter Horse, Cutting Horse and Pleasure Horse
- 60+ Regional Clubs that are active affiliates hosting annual shows and procuring memberships for their specific club

The passion and dedication to the Appaloosa Breed is evident in the events that ApHC hosts as well as other events held around the world. As the oldest breed registry, the Appaloosa Member continues to show loyalty to the breed and their Corporate Partners.





**Appaloosa
Horse
Club**

Today, Appaloosas are known for their versatility and can be found in nearly every equine discipline. Their color, intelligence, athleticism, and trustworthy temperament have made the Appaloosa one of the most unique and popular horses in the equine industry. From the steady family horse to the World Champion pleasure horse (and everything in between)-the Appaloosa truly is the Breed of Choice.

Whether it's representing history, color, ability, or simple beauty, the Appaloosa defines the true character, power, and majesty of the amazing horse and equine lifestyle.

**BREED
OF
CHOICE**

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Editorial

Meet Your Audience

Membership

9800 dedicated Appaloosa enthusiasts
70% of members own 3 or more horses
68% of members live in a 2 person household or less
Over 50% of members attend more than 5 equine events per year

Social Media Power

Facebook followers: 163,318 active followers
56.9% of followers are women
43.1% of followers are men
Organic reach is up 40.7% over 2023
Page visits are up 293% over 2023

Instagram Followers: 23,751 active followers
60.3% of followers are women
39.7% of followers are men
Profile views are up 21% over 2023

Live Webcast Viewing

2024 National Show: Over 104,000 total views
2023 World Show: 31,000 total views

Website Visitors

145,000 average visitors annually

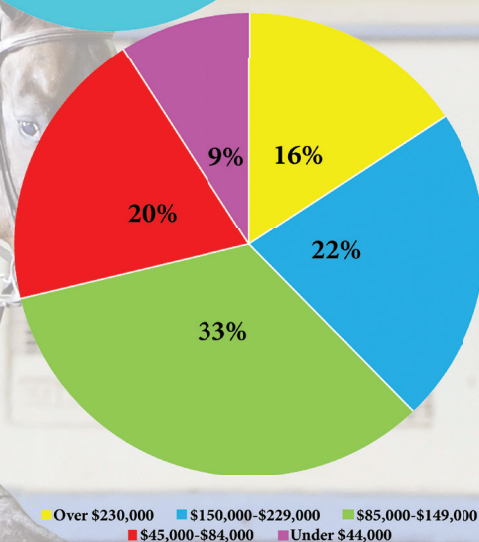
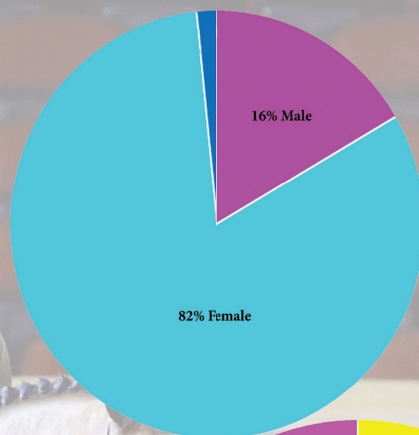
Event Growth

2024 National Appaloosa Show and 2024 Youth World Show

9% increase in youth entries
24% increase in Non-Pro and Open entries

2023 World Championship Appaloosa Show

40% increase in Professional/Open entries
18% increase in Non-Professional entries
15% increase in horses entered



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Editorial

Background

Mission

The Appaloosa Horse Club (ApHC) honors the heritage and promotes the future of the Appaloosa horse.



History

The Appaloosa Horse Club was established in Oregon in 1938 with the goal of preserving, promoting and enhancing the Appaloosa breed. From those first few enthusiasts, the Club has grown into one of the leading equine breed registries in the world. The ApHC has since registered more than 700,000 Appaloosas. In September 1947, the Club headquarters was moved to Moscow, Idaho. In 1974, the ApHC purchased a building and moved into its current home less than 200 feet from the Washington-Idaho border. The Palouse region of the Northwest is an appropriate home for the organization; the Appaloosa's historic background is linked to the region, and the word "Appaloosa" evolved from the words "A Palouse Horse." Today, Appaloosas are one of the most beloved American horse breeds and can be found throughout the world excelling in nearly every equine discipline. Their color, intelligence, athleticism and trustworthy temperament have made them one of the most unique and popular horses in the equine industry.

The ApHC hosts four annual national events:

- National Appaloosa Show & World Championship Appaloosa Youth Show
- Chief Joseph Trail Ride
- Appaloosa National Championship Endurance Ride & Competitive Trail Ride
- World Championship Appaloosa Show

ANNUAL EVENTS

**NATIONAL APPALOOSA SHOW AND WORLD CHAMPIONSHIP
APPALOOSA YOUTH SHOW**

**WORLD CHAMPIONSHIP
APPALOOSA SHOW**

CHIEF JOSEPH TRAIL RIDE

**APPALOOSA NATIONAL CHAMPIONSHIP
ENDURANCE RIDE AND COMPETITIVE TRAIL RIDE**

The 76th National Appaloosa Show will be held this year in Oklahoma City, Oklahoma in the historic Jim Norick Arena. This show is the nation's longest running single breed horse show and is held in conjunction with the World Championship Appaloosa Youth Show. This years World Championship Appaloosa Show will be held at the Will Rogers Equestrian Center in Fort Worth, Texas. All three events bring in talented exhibitors from around the world.

The annual Chief Joseph Trail Ride will be held this year in July. A portion of the 1,100 mile historic trail is ridden each year with the entire sequence taking 13 years to complete and brings riders and Appaloosa lovers from all over the country.

Since 2006, the ApHC has joined with multiple breed associations to offer an annual 50-mile and 100-mile championship endurance ride and a 40-mile competitive trail ride. This year, these rides will take place in Menahga, MN in September and October.



2025 Dates



- **77th National & 2025 Youth World Show**

Oklahoma City, Oklahoma

June 26 – July 3, 2025

- **2025 World Championship Appaloosa Show**

Will Rogers Memorial Center, Ft. Worth, Texas

October 24 – November 1, 2025



- **Chief Joseph Trail Ride**

Jackson, Montana

July 20-26, 2025

- **Endurance & Competitive Trail Ride**

New Centerville, Idaho

August 29-31, 2025

- **Cricket Bars Futurity**

Claremore, Oklahoma

September 15 (trials)

September 29th (finals)



SPONSORSHIP BENEFITS



Appaloosa Journal Advertising
Premium Book Advertising
E-Newsletter Advertising
Social Media Recognition and Advertising
Email Blasts
Recognition on ApHC Website
Press Releases
Access to ApHC Mailing List
Complementary Vendor Space
Promotional Collateral Distribution
Complementary Buckle Sponsorships
Complementary Class Sponsorships
Arena Signage
Daily Announcements
Logo Placements on Youth T-Shirts
Opportunity to Present Awards
And So Much More

Sponsor packages are customized to best fit the sponsor's needs and amount donated.

CORPORATE SPONSOR LEVELS

PLATINUM

\$25,000 AND ABOVE

GOLD

\$10,000-\$24,999

SILVER

\$5,000-\$9,999

Bronze

\$2,500-\$4,999

Winners Circle

\$1500-\$2499



Partnering With the Appaloosa Horse Club

Are you interested in sponsoring the Appaloosa Horse Club and own a business? If so, become a corporate sponsor. Sponsorship packages are custom tailored for our corporate sponsors in order to meet the advertising and marketing needs of our corporate partners. With a loyal equine following, a corporate sponsorship is the perfect way to get your business in front of your target audience! Corporate sponsorship perks include, but are not limited to:

- Event Naming Rights
- Appaloosa Journal Advertising
- Event Program Advertising
- Webcam Advertising
- Facebook advertisements
- ApHC E-mail blasts
- ApHC Press releases
- Complimentary class sponsorships
- Arena Banners
- And so much more!

Join Our Family of Corporate Sponsors!



KELLY HERD



*The Original Designer of
English and Western Jewelry*

JOIN US

MEMBERSHIP

A large audience of dedicated, passionate horse owners, trainers, breeders, and other equine enthusiasts-the premium avenue for you to promote your products and services.

EXPOSURE

Ability to advertise through multiple avenues including the ApHC's award-winning official publication, *Appaloosa Journal*

For more information, or to design a custom Sponsorship-
208-882-5578 ext. 288 or marketing@appaloosa.com



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Photography
Editorial