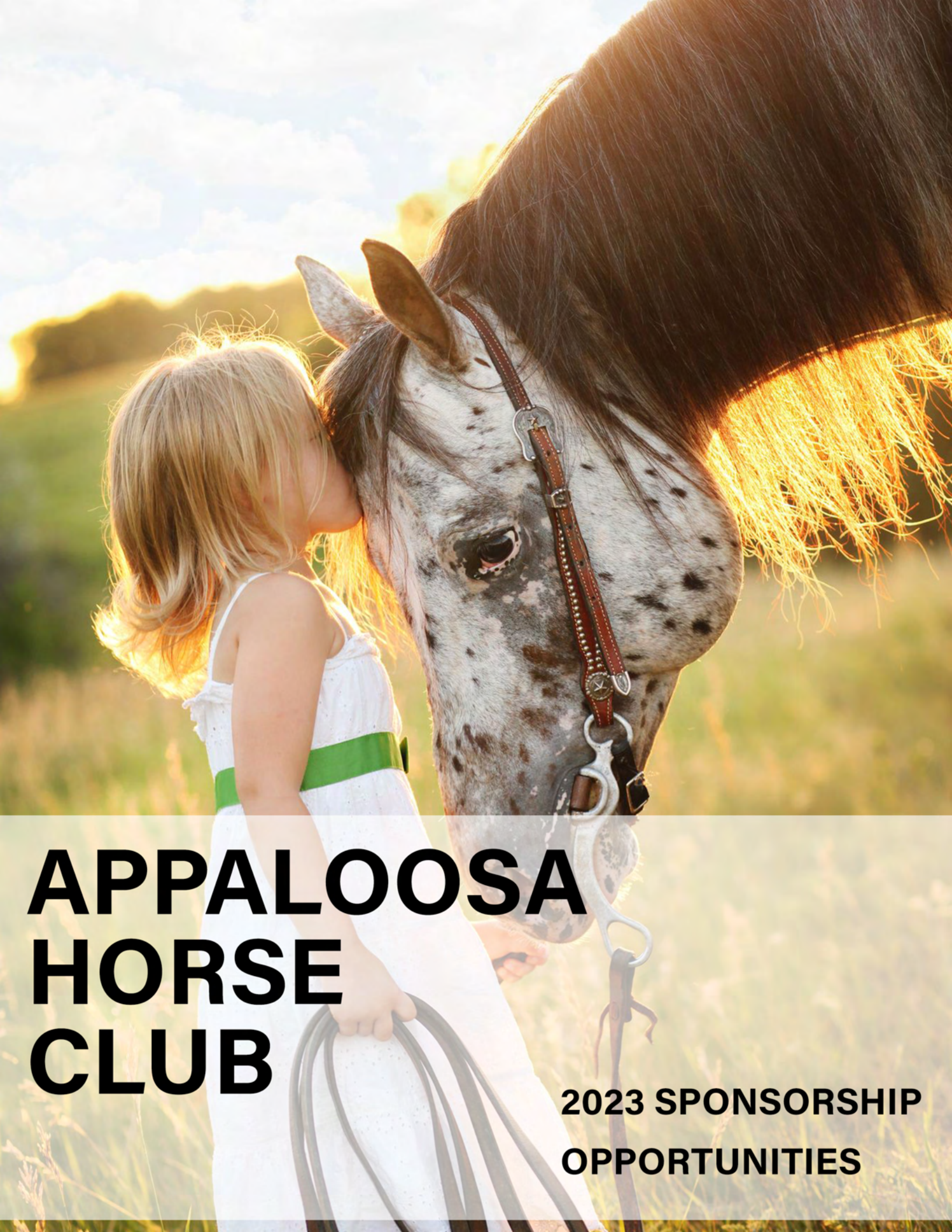




APPALOOSA HORSE CLUB

**2023 SPONSORSHIP
OPPORTUNITIES**

EST. 1938



The Appaloosa Horse Club (ApHC) was established in 1938 with a mission of preserving the history and promoting the future of the Appaloosa breed.

From those first few enthusiasts, the ApHC has grown into one of the leading equine breed registries in the world. The ApHC has since registered more than 700,000 Appaloosas and has over 9000 current members.

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



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 75th 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.



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*

© Ruchle
Photography
Editorial

ApHC STATS

MEMBERSHIP

9.7K

FACEBOOK FOLLOWERS

158.3K

56% Women
43% Men

INSTAGRAM FOLLOWERS

21.4K

60% Women
39% Men

APPALOOSA JOURNAL SUBSCRIBERS

10K

© Ruchle
Photographix
Editorial



SPONSORSHIP BENEFITS

A background image of a rodeo arena. In the foreground, a cowboy on a light-colored horse is herding a dark-colored cow. The cowboy is wearing a light blue shirt, dark pants, and a tan hat. The horse has the number 29 on its side. In the background, there are blue metal chutes and a blue banner that reads "FORT WORTH Will Rogers Memorial Center".

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

\$15,000 AND ABOVE

GOLD

\$10,000-\$14,999

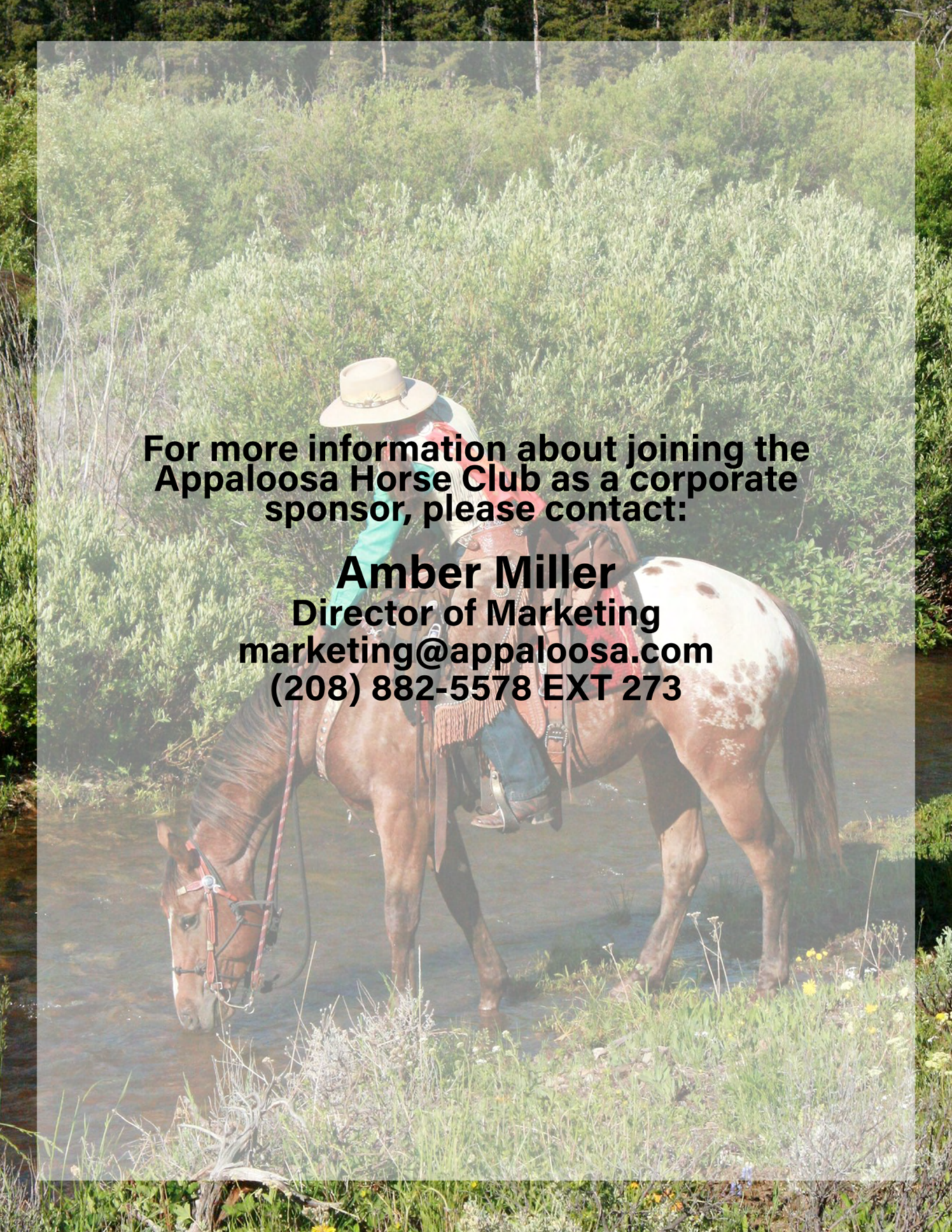
SILVER

\$5,000-\$9,999

Bronze

\$3,000-\$4,999



A person wearing a light-colored cowboy hat and a red shirt is riding a brown horse with white spots. The horse is standing in a shallow river, and the rider is looking down. The background is a dense forest of green trees and bushes.

**For more information about joining the
Appaloosa Horse Club as a corporate
sponsor, please contact:**

Amber Miller
Director of Marketing
marketing@appaloosa.com
(208) 882-5578 EXT 273