

APPALOOSA HORSE CLUB[©]

Becky
Editorial

EVENT SPONSORSHIP
OPPORTUNITIES



**EST.
1938**

Who We Are


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 8000 current members that have a passion for promoting and exhibiting the Appaloosa horse.

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**

A rider wearing a black cowboy hat and a blue and white patterned vest is smiling while holding a trophy of a horse on a pedestal. The horse is brown with a white blaze and is wearing a blue ribbon. The background shows a blurred arena with spectators.

National Appaloosa Show

World Championship Youth
Appaloosa Show

World Championship Appaloosa Show

ANNUAL EVENTS

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 Wor1d Championship Youth Appaloosa Show. This year's Wor1d 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 wor1d.

Our National Appaloosa Show, World Championship Youth Appaloosa Show, and World Championship Appaloosa Shows are the culmination of years of preparation and hard work to compete against like minded Appaloosa enthusiasts for a chance to win a National or World Championship title. The goals of our events are to provide an industry best exhibitor experience through recognition, awards, and celebration of community and family. Your sponsorship helps us continue with our mission statement of preserving the history of the Appaloosa breed while continuing to promote the future of such an amazingly versatile breed.

Your sponsorship helps fund:

- Trophies
- Ribbons
- Awards
- Exhibitor Activities
- So Much More!

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Individual Sponsorships

Saddle Sponsorships \$3500

Partial sponsorship \$1500

Help dreams come true by sponsoring a Harris Trophy Saddle! Saddle sponsors receive:

- Daily arena announcements
- Pre-existing banner hung in arena
- Recognition in Appaloosa Journal
- Recognition in Event Program
- Recognition on event webpage
- Recognition on social media
- Complimentary sponsorship of two classes
- Opportunity to present award

Day Sponsorships \$750

Sponsor a day and receive:

- Arena announcements throughout sponsored day
- Pre-existing banner hung in arena
- Recognition on event webpage
- Recognition on social media
- Recognition in Appaloosa Journal

©

Betty
Editorial



Buckle Sponsorships \$225

Sponsor a championship buckle and receive:

- Recognition in Appaloosa Journal
- Recognition in Event Program
- Recognition on event webpage
- One complimentary class sponsorship
- Opportunity to present buckle

Youth Jackets \$150

Sponsorship perks include:

- Recognition in Appaloosa Journal
- Recognition in Event Program
- Recognition on event webpage

Class Sponsorships \$125

Class sponsorship perks include:

- Recognition in Appaloosa Journal
- Recognition in Event Program
- Recognition on event webpage
- Recognition during sponsored class

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Webcast Sponsorships *levels vary

Webcast sponsorships help Appaloosa enthusiasts across the globe to enjoy the event from the comfort of home!

Sponsorship perks include:

- Recognition on live webcast
- Recognition in Appaloosa Journal
- Recognition on event webpage
- Recognition in Event Program

Banner Sponsorships \$100

Includes one pre-existing 3x6 banner to be hung in a visible place in the show arenas.

Webcast Advertisement

- Side banner (static image) \$150
- Full size banner ad \$225
- 15 second video \$225
- 30 second video \$350
- 45 second video \$450
- 60 second video \$575



Become a Corporate Event Sponsor!

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

- 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!

Sponsorship Levels

- Title: \$50,000 and up
- Platinum: \$10,000 and up
- Gold: \$5,000 to \$9,999
- Silver: \$2,500 to \$4,999
- Bronze: \$1,000 to \$2,499
- Winners Circle: \$500-\$999

Join Our Family of Corporate Event Sponsors!



KELLY HERD



The Original Designer of
English and Western Jewelry

Meet Your Audience

Members

8368 dedicated Appaloosa enthusiasts

Facebook Followers

158,585

56.4% women

43.6% men

Instagram Followers

21,751

60.3% women

39.7% men

Live Webcast Viewing

2023 National Show: 31,494 unique views

2022 World Show: 20,464 unique views

2022 National Show: 12,501 unique views

Website Visitors

13,000 Monthly on Average

Appaloosa Journal Subscribers

6200

A person wearing a red cowboy hat and traditional Native American regalia, including a red long-sleeved shirt and a large, ornate necklace with blue and red beads and feathers, is riding a dark horse. The background is a blurred outdoor setting.

For sponsorship information, please contact:

Amber Miller
Director of Marketing
Appaloosa Horse Club
(208) 882-5578 Ext. 273
marketing@appaloosa.com