



The heart of reining in Alberta for 30 years! 1993 - 2023

To promote, develop and enhance the sport of Reining in Alberta



Reining Alberta

PO Box 10279

Airdrie, AB T4A 0H6

Phone (403) 804-4031 Email: reiningalberta@gmail.com

www.reiningalberta.net



Re: Sponsorship of Reining Alberta

What is Reining?

Reining was introduced as a competitive horse sport in 1950 when the American Quarter Horse Association approved the addition of reining to its horse shows. In 1965, a formal association was formed for reining – the National Reining Horse Association (NRHA) and in 1993, Reining Alberta (RA) was established as an affiliate organization. Reining differs from other western horse sports because the horse and rider are specifically judged based on how “willingly guided” the horse completes its patterns – without unnecessary talking, petting, spurring, jerking of the reins, etc. The philosophy of the sport is embodied in one statement. “To rein a horse is not only to guide him but also control his every movement”.

Reining Alberta currently has a local membership of over 350 individuals, families and youth throughout Alberta. We service this growing group of committed horse people by producing 14+ branch circuit shows, 8+ branch clinics and 3 major NRHA sanctioned shows each year. Our premier Spring Classic, Summer Classic, & Fall Classic shows are expected to attract in excess of 250 competitors and on average 350 spectators, paying out in excess of \$85,000 in cash and prizes. This schedule provides you with an ongoing opportunity to promote your products and services, through signage, prizes, and booth opportunities.

Reining Alberta is also involved in promoting the sport through the initiation and management of a major breeding program. In 2022, the Reining Alberta Performance Program (RAPP) had 37 prominent stallions and 167 foals from ages of 0-7 yrs of age nominated into the program. RAPP is growing rapidly and has successfully attracted an increasing number of entries each year.

The support of our sponsors is crucial to the continuing growth of Reining Alberta. We will endeavor to make this relationship beneficial to all parties involved. Please contact us to discuss how you can participate in this growing program.

Reining Alberta Sanctioned Events

Reining Alberta Branch Clinics

Reining Alberta anticipates the branch committees will be hosting at least 2 clinics during 2023. The clinics help educate everyone from the grassroots reiner to the seasoned professional. Clinics assist in growing the industry by introducing new reiners to the sport and by giving the local professionals who teach our clinics an opportunity to meet new clients.

Reining Alberta Regional Branch Circuit Shows

Reining Alberta is planning to host in excess of 8 branch shows during 2023. There are three regions within the province, the Peace Country, North, and South (from Grand Prairie to Nanton, Alberta). These branch shows give beginner reiners (of all ages) an opportunity to gain confidence and experience in the show ring before stepping up to the classic shows.



Celebrating 30 years of Reining in 2023!

Reining Alberta Spring Classic

May 25th – 28th, 2023 - Westerner Park - Red Deer, AB

- Excellent location to showcase your business
- 250 competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast
- 58 classes over four days
- Over \$45000 in added money

Reining Alberta Summer Classic

July 6th – 9th, 2023 - Westerner Park - Red Deer, AB

- Touch base again here with new clients made at the Spring Classic
- 200+ competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast
- 44 classes over four days
- \$19500 in added money

Reining Alberta Fall Classic

September 7th – 10th, 2023 – Westerner Park – Red Deer, AB

- Excellent new location to showcase your business
- 250 competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast
- 61 classes over four days
- over \$31000 in added money



REINING ALBERTA SPONSORSHIP LEVELS

Reining Alberta Title Sponsor - \$5000

- Only 3 available
 - Show is named after your business., Reining Alberta Spring Classic presented by “Your Business”
 - In Arena introduction of you and your business before the Saturday evening feature class
 - Business logo embroidered on all champion and reserve champion awards
 - Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
 - Complimentary tack stall at all 3 RA Classic shows
 - Priority reservation of up to 8 paid warm ups per Classic Show
 - Banner in the show arena
 - Company name/logo in show program/announced at show
 - Social media/website recognition throughout the year
 - Access to sponsor area
- Banner in the show arena
 - Company name/logo in show program/announced at show
 - Social media/website recognition throughout the year
 - Access to sponsor area

Silver Sponsor - \$1000 - \$1999

- Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
- Priority reservation of up to 2 paid warm ups per show
- Banner in the show arena
- Company name/logo in show program/announced at show
- Social media/website recognition throughout the year
- Access to sponsor area

Platinum Sponsor - \$3000 - \$4999

- Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
- Complimentary tack stall at all 3 RA Classic shows
- Priority reservation of up to 5 paid warm ups per show
- Banner in the show arena
- Company name/logo in show program/announced at show
- Social media/website recognition throughout the year
- Access to sponsor area

Bronze Sponsor - \$500 - \$999

- Priority reservation of 1 paid warm up per show
- Access to sponsor area
- Company name/logo in show program/announced at show
- Social media/website recognition throughout the year

Buckle Sponsor - \$200 per buckle

- Sponsor name on back of buckle (if received by production deadline)
- Social media/website recognition throughout the year/announced at show
- Access to sponsor area

Gold Sponsor - \$2000 - \$2999

- Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
- Complimentary tack stall at 2 RA Classic shows
- Priority reservation of up to 3 paid warm ups per show

Coffee Sponsor - \$100 per show

- Recognition at the show and on social media

Friends of Reining Alberta – less than \$500

- Recognition in the Classic Show & Entry Packages



Thank you for your interest in providing sponsorship to Reining Alberta. Your support is appreciated and integral to our success.

Reining Alberta 2023 Sponsorship Form Sponsor Name:	
Sponsor Contact:	Title:
Sponsor Street Address:	City & Province:
Postal Code:	Email Address:
Phone Number:	Fax Number:
Website URL:	

Sponsorship Details

Reining Alberta Title Sponsor	<input type="checkbox"/>	\$5,000+
Reining Alberta Platinum Sponsor	<input type="checkbox"/>	\$3,000 - \$4,999
Reining Alberta Gold Sponsor	<input type="checkbox"/>	\$2000 - \$2999
Reining Alberta Silver Sponsor	<input type="checkbox"/>	\$1,000 - \$1,999
Reining Alberta Bronze Sponsor	<input type="checkbox"/>	\$500 - \$999
Reining Alberta Buckle Sponsor	<input type="checkbox"/>	\$200 per buckle
Coffee Sponsor	<input type="checkbox"/>	\$100 per Classic Show
Friend of Reining Alberta	<input type="checkbox"/>	less than \$500

The above sponsorship levels are based on cash sponsorship
 Sponsorship levels for sponsorship of product or services will be reviewed by sponsorship committee.

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