



*The Heart of Reining in Alberta for Over 30 years!*  
**1993 - 2024**

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



  
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**2023 REINING ALBERTA**  
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## Reining Alberta

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[www.reiningalberta.net](http://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 4+ 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 \$270,000 in cash, prizes, trophies & Buckles. None of this would be possible without the amazing support of our sponsors. This schedule provides you with an ongoing opportunity to promote your products and services, through various forms of Social Media engagement, Prizes, Advertising packages & booth.

Reining Alberta is also involved in promoting the sport through the initiation and management of a major breeding program. In 2023, the Reining Alberta Performance Program (RAPP) had 34 prominent stallions and 137 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 Clinics Series**

- **Reining Alberta will be hosting 9 Subsidized Clinics in 2024, held all over the province!**
- **These clinics will be open to all Levels of Reiner from beginner to advanced!**
- **Reining Alberta wants to utilize this unique opportunity to assist in growing the industry by introducing new Reiners to the sport. Also providing our local professionals an opportunity to give back to the membership creating a stronger Reining Community.**



**Reining Alberta Presents 2024!**  
**Reining Alberta Spring Classic**

**May 21<sup>st</sup> – 26th, 2024 - Westerner Park - Red Deer, AB**  
**6 Day Show!!**

- Excellent location to showcase your business
- 250 competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast with Sponsors highlighted during all drag breaks
- **Over 60** classes in five days
- Over 200 horses
- Over **\$95,000** in added money and prizes
- **RAPP OPEN & NON PRO DERBY** showcasing some of the best equine talent in Western Canada

**Reining Alberta Summer Classic**

**July 3<sup>rd</sup> – 7th, 2024 - 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
- **Over 50** classes in four days
- **\$35,000** in added money and prizes
- **Only Canadian Qualifier “THE RUN FOR A MILLION”** Including NON PRO & ROOKIE 1-2!!

**Reining Alberta Fall Classic**

**September 3<sup>rd</sup> – 8<sup>th</sup>, 2024 – Westerner Park – Red Deer, AB**

- Two full size show arenas expanding our classes and show experience
- **Premium stalling!!!**
- **RAPP OPEN & NON PRO Futurity** showcasing some of the best equine talent in Western Canada
- 250 competitors & 350+ spectators – from all over Western Canada
- Live Video Webcast
- **Over 50** classes in five days
- Over **\$140,000** in added money and prizes
- **Host of the Western Canada Regional Affiliate Finals!!**



## **Reining Alberta Title Sponsor - \$5000**

- **Three Title sponsors Available!!**
- **During the “FALL CLASSIC SHOW” Guaranteed placement of up to 15 PREMIUM stall reservations!**
- Show is named after your business, **Reining Alberta Classic Show Presented** by “Your Business”
- Arena introductions throughout each event will Highlight the “Title Sponsors” a minimum 3 times per day over the duration of the event!
- Focused introduction of Title Sponsor before the Saturday evening featured 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
- Premium Placement of Banner in the show arena
- Company name/logo in show program/announced at show & highlighted during each drag break
- Social media/website recognition throughout the year
- Opportunity to provide advertising/promotional items to competitors
- Opportunity to highlight your products/ services
- Access to the sponsor area!

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**TITLE SPONSOR**

30 years  
REINING  
ALBERTA







## REINING ALBERTA SPONSORSHIP LEVELS

### Saddle Sponsor - \$3500

- Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
- Custom Show Saddle with company logo!!
- **During the "FALL CLASSIC SHOW" Guaranteed placement of up to 10 PREMIUM stall reservations!**
- 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 Minimum 2 times per day!
- Social media/website recognition throughout the year
- Access to sponsor area

### Platinum Sponsor - \$3000

- Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
- **During the "FALL CLASSIC SHOW" Guaranteed placement of up to 10 PREMIUM stall reservations!**
- 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 Minimum 2 times per day
- Social media/website recognition throughout the year
- Access to sponsor area

### Gold Sponsor - \$2000

- Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
- **During the "FALL CLASSIC SHOW" Guaranteed placement of up to 4 PREMIUM stall reservations!**
- Complimentary tack stall at 2 RA Classic shows

- Priority reservation of up to 3 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

### Silver Sponsor - \$1000

- Reserved camping spot at all 3 RA Classic Shows courtesy of RA (applicable camping fees not included)
- **During the "FALL CLASSIC SHOW" Priority placement of up to 2 PREMIUM stall reservations!**
- 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

### Bronze Sponsor - \$500

- 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

### 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 is a Not For Profit society and will gladly provide a receipt if requested.

<b>Reining Alberta 2024 Sponsorship Form Sponsor Name:</b>	
<b>Sponsor Contact:</b>	<b>Title:</b>
<b>Sponsor Street Address:</b>	<b>City &amp; Province:</b>
<b>Postal Code:</b>	<b>Email Address:</b>
<b>Phone Number:</b>	<b>Fax Number:</b>
<b>Website URL:</b>	

### Sponsorship Details

Reining Alberta Title Sponsor	<input type="checkbox"/>	\$5,000
Reining Alberta Saddle Sponsor	<input type="checkbox"/>	\$3,500
Reining Alberta Platinum Sponsor	<input type="checkbox"/>	\$3,000
Reining Alberta Gold Sponsor	<input type="checkbox"/>	\$2,000
Reining Alberta Silver Sponsor	<input type="checkbox"/>	\$1,000
Reining Alberta Bronze Sponsor	<input type="checkbox"/>	\$500
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
<b><u>Please Check Box if Tax Receipt/Invoice required</u></b>	<input type="checkbox"/>	

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

**Reining Alberta**

**PO Box 10279 Airdrie, AB T4A 0H6**

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