

2026 Sponsorship Opportunities



www.reiningalberta.net

TO PROMOTE, DEVELOP, AND ENHANCE THE SPORT OF
REINING WITHIN OUR PROVINCE

Reining In Alberta

- Reining became a recognized competitive sport in 1950 when the American Quarter Horse Association approved it for inclusion in its horse shows. The National Reining Horse Association (NRHA) was established in 1965 to govern the sport, and Reining Alberta was formed in 1993 as an affiliate organization.
- Distinct from other western disciplines, reining evaluates the horse and rider on the precision and willingness with which prescribed patterns are executed, emphasizing subtle communication and controlled athleticism. The sport's philosophy is captured in the statement:
- ***“To rein a horse is not only to guide him, but also to control his every movement.”***



About Reining Alberta & Our Organization

- Reining Alberta is a registered not-for-profit society dedicated to promoting reining through education, traditional horsemanship, and community engagement. The organization represents more than **350** members across Western Canada and the Northwestern United States.
- Each year, Reining Alberta hosts branch shows, educational clinics, and three premier National Reining Horse Association (NRHA)-sanctioned events—the Spring, Summer, and Fall Classics—attracting over **250** competitors and **350** spectators per show and awarding more than **\$270,000** in cash and prizes.
- Youth and community development remain central to its mission. In **2025**, multiple clinics were delivered across Alberta for youth, entry-level, and non-pro riders, supporting accessibility and the continued growth of local talent.
- Reining Alberta also advances the sport through its breeding initiative, the Reining Alberta Performance Program (RAPP). In **2025**, RAPP included **28** stallions and **142** nominated offspring aged **1–7**, with participation continuing to grow each year.
- The organization’s continued success is made possible through valued sponsorship partnerships that connect businesses with a dedicated and engaged equine audience.

The Classic Show Series at Westerner Park Red Deer

SPRING CLASSIC	SUMMER CLASSIC	FALL CLASSIC
MAY 19-24 2026	JULY 1-5 2026	SEPTEMBER 1-6 2026
<ul style="list-style-type: none"> - 250 competitors and 350 spectators from Western Canada and the Northwestern United States - 200+ horses and 60+ classes (approximately 400 runs) - Over \$95,000 in cash and prizes - RAPP Open & Non-Pro Derby featuring top young equine talent - Official Canadian qualifier for The Run for a Million - Live webcast with dedicated sponsor recognition - Featured competitor social event 	<ul style="list-style-type: none"> - 200 competitors and 350 spectators - 180+ horses and 60+ classes - Over \$35,000 in cash and prizes - Live webcast with sponsor recognition - Featured hospitality event for competitors and sponsors 	<ul style="list-style-type: none"> - 250+ competitors and 350+ spectators - 60+ classes and approximately 460 runs - RAPP Open & Non-Pro Futurity highlighting elite three-year-olds - "Saddle Shootout" finals for top point earners - Live webcast and hosted steak dinner event

Premier Sponsorship Opportunities

All Corporate Sponsors (\$1,000+) Receive:

- Arena banner placement
- Logo in official show program
- Announcer, live feed, and on-site screen recognition
- Year-round social media and website promotion
- Opportunity to provide promotional items and host a vendor booth



TITLE SPONSOR - \$5000

- (Three available – one per Classic Show)
- Event branded “Reining Alberta Classic Presented by *Your Company*”
- Featured introduction during Saturday evening showcase class
- Logo on all Champion and Reserve Champion awards
- Premium arena banner placement and enhanced social media recognition

SADDLE SPONSOR - \$3500

- Logo featured on a custom show saddle. (Non-Pro, Rookie and Ltd. Open Saddle Shoot Outs)
- Recognition during the Fall Classic Saddle Shootout Finals
- Opportunity to present the saddle to the winning rider



	TITLE SPONSOR \$5000	SADDLE SPONSOR \$3500	PLATINUM SPONSOR \$3000-\$4999	GOLD SPONSOR \$2000-2999	SILVER SPONSOR \$1000-\$1999	BRONZE SPONSOR \$500-\$999	BUCKLE SPONSOR \$250
Reserved Camping - (Fees Apply)	✓	✓	✓	✓	✓		
Guaranteed Placement on Premium Stalling - (Fall Classic)	✓ - 15	✓ - 10	✓ - 10	✓ - 5	✓ - 2		
Tack Stall	✓ - 3 shows	✓ - 3 shows	✓ - 3 shows	✓ - 2 shows			
Priority Registration on Paid Warm-Ups (per show)	✓ - 8	✓ - 5	✓ - 5	✓ - 3	✓ - 2	✓ - 1	
Arena Banner Placement	✓	✓	✓	✓	✓		
Logo Placement in Show Program	✓	✓	✓	✓	✓	✓	✓
Social Media & Website Promotion	✓	✓	✓	✓	✓	✓	✓
Announcer/Live Feed/On Site Screen Recognition	✓	✓	✓	✓	✓	✓	✓
Provide Promotion Product/Vendor Booth Opportunity	✓	✓	✓	✓	✓		
Name on Award Buckle							✓

Sponsorship Level Benefits

Our Business would like to sponsor Reining Alberta in 2026



• *Business/Individual Name :* _____

• _____

• *Mailing Address :* _____

• _____

• *Phone :* _____ *Email :* _____

• *Website :* _____

• *Sponsorship Level :*

Title Saddle Platinum Gold Silver

Bronze Buckle Other Amount Product in Kind

• *Other/Product in Kind Amount:*

• *Please return this form to your sponsorship contact or to **reiningalberta@gmail.com**, along with your company logo in .jpg or .png format and any preferred wording for announcer recognition at our upcoming events.*