

2024 SPONSORSHIP PACKAGE



THE ALBERTA CUTTING HORSE ASSOCIATION HONOURS THE TRADITION OF THE CUTTING HORSE WHILE PROMOTING CAMARADERIE AND EXCELLENCE IN THE PERFORMANCE HORSE INDUSTRY.

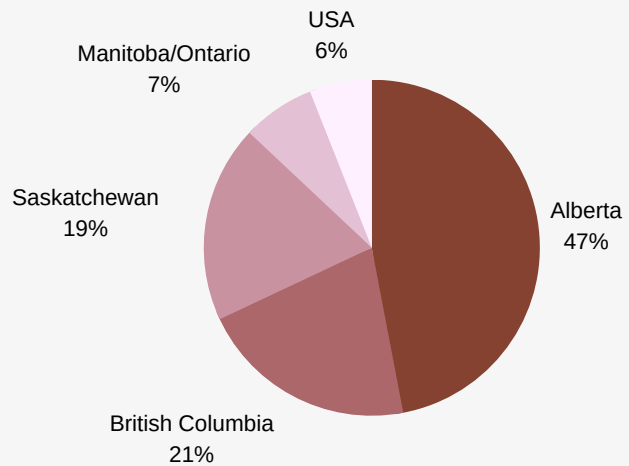
The equine sport of cutting is exciting and fast paced, and demonstrates the agility and beauty of the top tier of western performance.

The Alberta Cutting Horse Association (ACHA) is not only Canada's largest affiliate of the National Cutting Horse Association, but is one of the largest affiliates in the world. Bringing together competitors from across Canada, and North America, to our ten shows hosted from April to September across Alberta.

The ACHA is a not for profit organization and as always the success of these events is largely dependent on sponsorship and support from the local community along with contestant fees and volunteers. This is where you become a vital part of the cutting community with your support.

In the following pages the ACHA details the impact our organization has on Alberta. It is our hope that you will see the great benefit the sport of cutting has in Alberta and beyond. Sponsorship opportunities are also outlined within the following pages. The ACHA is committed to working with your brand and business to promote your involvement in our sport and celebrate you as a sponsor. Please do not hesitate to contact us with any questions or potential opportunities.

DEMOGRAPHICS



The Alberta Cutting Horse Association is the largest affiliate in Canada.



Our association **celebrates competitors across all demographics** - professional trainers, competitors that travel across North America to compete, grassroots cutters and youth riders



In 2019, 20% of NCHA World Finalists had attended Alberta Cutting Horse Association events.



As one of the **largest National Cutting Horse Association affiliates in the world**, the ACHA regularly welcomes competitors from across Canada, Washington, Montana, Idaho and Oregon.



Unlike many associations, the ACHA is seeing a trend of growth, with membership increasing over 20% in the last five years.



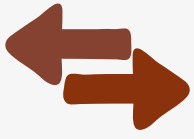
in 2016 the ACHA was honoured to be awarded the prestigious National Cutting Horse Association **Affiliate of the Year award** due to our support of grassroots cutters and growth in participation.



Events are held at three prominent locations across Alberta. **The Claresholm Agriplex, Silver Slate Arena** in Stavely and **Calnash Ag Event Centre** in Ponoka.



IMPACT



On average, competitors will travel **10,000 km each** per show season...



That's over 2,000,000 km's travelled in just one year!



... In trucks and trailers purchased at local dealerships. As members grow in our sport the trend is for them to buy more high powered trucks, and trade in their bumper pull trailers for living quarter trailers, **constantly infusing revenue back into our economy.**



... In their travels competitors will utilize **grocery stores, restaurants, hotels and shopping centres** across Alberta.



Amassing over \$1,000,000 spent throughout Alberta at stores, restaurants, hotels and gas stations, in one year alone!



Cutting is a sport steeped in western heritage and tradition. Every year the ACHA partners with and financially support **ranchers, farmers, local businesses and communities** to assist in producing events.



Per year the ACHA yearly contributes over \$495,000 to cattle suppliers across Alberta and Saskatchewan.



The ACHA embraces promotion of our sport through **social media outlets, official photographers** at events and **high-quality video production** through HD2 Sports.





SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR

\$ 5,000 & UP



WHEN YOU SPONSOR AN EVENT YOU RECEIVE **2 ENTRIES INTO ACHA SPONSOR CUTTING** - YOUR CHANCE TO SEND TWO REPRESENTATIVES TO EXPERIENCE THE THRILL OF SHOWING A CUTTING HORSE WHILE YOUR ENTIRE TEAM CAN ALSO PARTAKE IN THIS EXCITING EVENING!

BENEFITS

- COMPANY NAME AFFIXED TO AN EVENT OR CLASS
- EVENT/CLASS PROMOTED AS SUCH ON SOCIAL MEDIA AND IN PUBLICATIONS
- CATEGORY EXCLUSIVITY
- ANNOUNCED REGULARLY THROUGHOUT EACH SHOW
- PROMINENT LOGO ON SPONSOR-PROVIDED BANNER
- MULTIPLE PROVIDED BANNERS IN ARENA
- SPONSOR SHOUT-OUTS ON SOCIAL MEDIA
- LOGO OF SPONSOR ON THE WEBSITE
- YEAR END BANQUET TICKETS
- SPECIAL RECOGNITION AT YEAR END AWARD BANQUET

CLASS SPONSOR

\$ 2,500



WHEN YOU SPONSOR A CLASS YOU RECEIVE **1 ENTRY INTO THE ACHA SPONSOR CUTTING** - YOUR CHANCE TO SEND A REPRESENTATIVE TO EXPERIENCE THE THRILL OF SHOWING A CUTTING HORSE WHILE YOUR ENTIRE TEAM CAN ALSO PARTAKE IN THIS EXCITING EVENING!

BENEFITS

- COMPANY NAME AFFIXED TO A CLASS
- ANNOUNCED AT EACH SHOW DURING CLASS
- SPONSOR-PROVIDED BANNER IN ARENA
- SPONSOR SHOUT-OUTS ON SOCIAL MEDIA
- LOGO OF SPONSOR ON THE WEBSITE
- YEAR END BANQUET TICKETS
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NEVER WON A BUCKLE SPONSOR

\$ 1,500



SUPPORT THE GRASS ROOTS OF OUR SPORT WHILE HAVING YOUR COMPANY NAME OR BRAND AFFIXED TO ONE OF FOUR NEVER WON A BUCKLE COMPETITONS HELD THROUGHOUT THE YEAR.

BENEFITS

- COMPANY NAME AFFIXED TO A CLASS
- ANNOUNCED DURING CLASS
- LOGO ON SPONSOR BANNER
- SPONSOR-PROVIDED BANNER IN ARENA OF SHOW
- SPONSOR SHOUT-OUTS ON SOCIAL MEDIA
- LOGO OF SPONSOR ON THE WEBSITE
- YEAR END BANQUET TICKETS
- SPECIAL RECOGNITION AT YEAR END AWARD BANQUET

SPONSORSHIP OPPORTUNITIES

INDUSTRY SPONSOR

\$ 1,000-500



THE ACHA IS COMMITTED TO PROMOTING BUSINESS AND BRANDS. LET US KNOW HOW WE CAN HELP GET THE WORD OUT ABOUT YOUR COMPANY!

- BENEFITS**
- COMPANY NAME ANNOUNCED AT EACH SHOW
 - LOGO OF SPONSOR ON THE WEBSITE
 - SPONSOR SHOUT-OUT ON SOCIAL MEDIA
 - SPECIAL RECOGNITION AT YEAR END AWARD BANQUET

FRIENDS OF SPONSOR

UNDER \$500



THE ACHA IS COMMITTED TO PROMOTING BUSINESS AND BRANDS. LET US KNOW HOW WE CAN HELP GET THE WORD OUT ABOUT YOUR COMPANY!

- BENEFITS**
- LOGO ON SPONSOR BANNER
 - SPONSOR SHOUT-OUT ON FACEBOOK
 - LOGO OF SPONSOR ON THE WEBSITE
 - SPECIAL RECOGNITION AT YEAR END AWARD BANQUET



THANK YOU!

BY SPONSORING THE ACHA YOU ARE SHOWING YOUR SUPPORT OF THE WESTERN PERFORMANCE INDUSTRY, AND THE IMPACT THE CUTTING HORSE PROVIDES TO THE GREATER ECONOMY ACROSS NORTH AMERICA. THE ACHA IS COMMITTED TO WORKING WITH YOUR COMPANY TO PROMOTE YOUR INVOLVEMENT IN OUR SPORT.

FOR MORE INFORMATION PLEASE FEEL FREE TO CONTACT:

President: Doug Reinhardt; 403-650-4677 - reinhardt@efirehose.net

Sponsorship Committee:

- Sandy Reid; 780-984-0615 - rchsandy1@gmail.com
- Tanya Nelson; 403-892-5257 - coltan.nelson@gmail.com
- Colleen Pearse; 780-910-1536 - colleenkp@gmail.com
- Carin Eggertson-Thai; 403-620-2921 - c.eggertson3@gmail.com

