



2021 Sponsorship Program

Sponsors are the lifeblood of our association. You, our sponsors, make it possible for California Reined Cow Horse Association to have continued success in bringing cow horse competition to the public. Cow horse enthusiasts come from all walks of life and all levels of horsemanship. They usually bring along family and friends to our shows to share in the excitement of watching this thrilling sport. For the 2021 show season, the CRCHA has scheduled 5 one-day horse shows, a Spring Derby and horse show, A May Spectacular and horse show, a Fall Saddle Shoot Out coinciding with two one-day horse shows and three herd practices. All CRCHA horse shows and special events are approved by the National Reined Cow Horse Association.

We kick off the season with our first three events at the Paso Robles Event Center, with the inaugural Paso Robles Spring Classic Derby and Horse Show presented by Borjon Auto Center scheduled to take place April 14-18 and all remaining events will take place at the International Agri-Center in Tulare.

All events are open to the general public and admission is free. The quality of our venues with ample parking, indoor arenas, comfortable seating, food and merchandise vendors attracts spectators from the Central Valley and beyond to watch the thrilling action firsthand. Additionally, our Paso Robles Spring Classic Derby and Horse Show presented by Borjon Auto Center and Spectacular and our Fall Saddle Shoot Out will be live streamed for reach to thousands of friends, family and horse enthusiasts on the web.

We want to offer our sponsors recognition and return on investment for their sponsorship. All sponsors will have the opportunity to display their banner on the competition arena wall where photographers and videographers will be recording the action as it unfolds. Sponsors will have the opportunity to provide their logos for display on the CRCHA website and the CRCHA Facebook page. A range of sponsorship levels will allow sponsors to choose the program that suits them best. If you don't see what you need, please feel free to contact the CRCHA sponsorship committee chairperson so that we can develop a customized program for you.

Special Event Sponsor - Please Contact the Sponsorship Committee to discuss arrangements

- Sponsor is named as the title sponsor of the special event.
- 4' x 6' banner placed in a prominent position in the competition arena for the entire 2021 season. Additional space provided outside competition arena for additional sponsor provided banners.
- Sponsor is named in all advertising for the special event.
- Streaming of sponsor provided content during all streamed events.
- Sponsor information displayed on Tulare Agri-Center sign located on Hwy 99 during the week of the event for events hosted at the Agri-Center.
- Vendor booth space provided at all shows free of charge.
- Announcement of sponsor at all 2021 events.
- Sponsor provided logo on all special event forms.
- Sponsor provided ad and logo displayed on CRCHA website home page and sponsor page, Facebook and Instagram.
- Sponsor receives CRCHA cap and vest or jacket for 2021.
- One family membership in CRCHA for 2021 (non-transferable).
- Two complimentary tickets to the CRCHA 2021 Awards Banquet.
- Sponsor table at CRCHA 2021 Awards Banquet.

Event Sponsor - Please Contact the Sponsorship Committee to discuss arrangements

- Sponsor is named as the title sponsor of the event.
- 4' x 6' banner placed in a prominent position in the competition arena for the entire 2021 season.
- Sponsor is named in all advertising for the event.
- Streaming of sponsor provided content during all streamed events.
- Sponsor information displayed on Tulare Agri-Center sign located on Hwy 99 during the week of the event for events hosted at the Agri-Center.
- Vendor booth space provided at all shows free of charge.
- Announcement of sponsor at all 2021 events.
- Sponsor provided logo on all event forms.
- Sponsor provided ad and logo displayed on CRCHA website home page and sponsor page, Facebook and Instagram.
- Sponsor receives CRCHA cap and vest or jacket for 2021.
- One family membership in CRCHA for 2021 (non-transferable).
- Two complimentary tickets to the CRCHA 2021 Awards Banquet.
- Sponsor table at CRCHA 2021 Awards Banquet.

Saddle Sponsor - Please Contact the Sponsorship Committee to discuss arrangements

- Sponsor is named as a year-end saddle sponsor.
- 4' x 6' banner placed in a prominent position in the competition arena for the entire 2021 season.
- Streaming of sponsor provided content during all streamed events.
- Vendor booth space provided at all shows free of charge.
- Announcement of sponsor throughout all 2021 events.
- Sponsor provided logo stamped on saddle.
- Sponsor provided ad and logo displayed on CRCHA website home page and sponsor page, Facebook and Instagram.
- Sponsor receives CRCHA cap and vest or jacket for 2021.
- One family membership in CRCHA for 2021 (non-transferable).
- Two complimentary tickets to the CRCHA 2021 Awards Banquet.

Buckle Sponsor - \$500

- Sponsor is named as the buckle sponsor.
- 4' x 6' banner placed in a prominent position in the competition arena for the entire 2021 season.
- Streaming of sponsor provided content during all streamed events.
- Vendor booth space provided at all shows free of charge.
- Announcement of sponsor throughout all 2021 events.
- Sponsor provided ad and logo displayed on CRCHA website home page and sponsor page, Facebook and Instagram.
- Sponsor receives CRCHA cap and vest or jacket for 2021.
- One family membership in CRCHA for 2021 (non-transferable).
- Two complimentary tickets to the CRCHA 2021 Awards Banquet.

Business/Ranch Sponsor - \$250

- 4' x 6' banner placed in a prominent position in the competition arena for the entire 2021 season.
- Streaming of sponsor provided content during all streamed events.
- Vendor booth space provided at all shows free of charge.
- Announcement of sponsor throughout 2021.
- Sponsor provided ad and logo displayed on CRCHA website home page and sponsor page, Facebook and Instagram.
- Sponsor receives CRCHA cap for 2021.
- One Individual Membership in the California Reined Cow Horse Association for 2021 (non-transferable).

Family Friend of California Reined Cow Horse Association - \$175

- Announcement of sponsor throughout 2021.
- Listing as a Friend of California Reined Cow Horse Association on CRCHA website home page and sponsor page, Facebook and Instagram.
- Receives two CRCHA caps for 2021.
- One Family Membership in the California Reined Cow Horse Association for 2021 (non-transferable).

Individual Friend of California Reined Cow Horse Association - \$150

- Announcement of sponsor throughout 2021.
- Listing as a Friend of California Reined Cow Horse Association on CRCHA website home page and sponsor page, Facebook and Instagram.
- Receives CRCHA cap for 2021.
- One Individual Membership in the California Reined Cow Horse Association for 2021 (non-transferable).