

CALIFORNIA REINED COW HORSE ASSOCIATION

2026 Sponsorship Program

The California Reined Cow Horse Association (CRCHA) hosts a year-round schedule of events that showcase the highest levels of competition while supporting the future of the reined cow horse industry.

CRCHA sponsorship opportunities are designed to:

- Deliver measurable brand exposure
- Create meaningful, visible partnerships
- Support professional-level competition and growth
- Provide modern digital reach alongside in-arena presence

With a full calendar of nine shows throughout the year, **including two Premier Events**, CRCHA offers sponsors the ability to engage with audiences in person and worldwide through livestreaming, social media, and year-round digital platforms.

PREMIER EVENTS (TOP TIER)

CRCHA hosts two Premier Events each year:

- **March Derby, Spectacular & Horse Show #2**
- **November Futurity, Derby & Horse Show #9**

These events offer the highest visibility, largest audiences, and the most significant sponsorship opportunities.

PREMIER EVENT TITLE SPONSOR

(One per premier event)

Sponsorship Commitment: By Proposal

The Premier Event Title Sponsor receives the highest level of recognition associated with a specific CRCHA premier event.

Includes:

- **Event naming rights**
(Example: “[Sponsor Name] Fall Classic Snaffle Bit Futurity”)
 - **Primary branding and broadcast visibility**, including:
 - Prominent placement on the event page
 - **Premium livestream logo placement in the Partner/Major Sponsor position throughout the sponsored Premier Event**
 - **One 30-second commercial included on the livestream**, aired during drags and pre-event coverage for the sponsored Premier Event
 - Premier Event Recognition in official event materials and exhibitor communications
 - **Arena signage at all CRCHA events**, with **priority placement** at the sponsored Premier Event
 - Announcer recognition throughout the event
 - Vendor space at the sponsored event
 - Dedicated social media promotion tied to the event
 - **Reserved VIP table (8 seats) at each CRCHA Premier Event Awards Banquet**, including:
 - Spring Premier Event Awards Banquet (Derby, Spectacular & Horse Show #2 – March)
 - Fall Premier Event Awards Banquet (Futurity, Derby & Horse Show #9 – November)
 - **Reserved VIP table (8 seats, tickets included) at the CRCHA Year-End Awards Banquet**
 - Recognition on the CRCHA website sponsor page and on applicable event pages
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PREMIER EVENT CLASS & DIVISION SPONSORS

(Premier Events only)

Sponsorship Commitment: Starting at \$1,000

Premier Event Class & Division Sponsors support specific classes or divisions within a Premier Event. Sponsorship investment is based on the visibility, prestige, and competitive prominence of the class or division.

Investment Levels:

- **Individual Classes or Single Divisions:** \$1,000–\$1,500
- **Multiple Divisions or Combined Class Sponsorships:** \$2,500–\$5,000
- **High-Profile, Feature, or Memorial Classes:** \$2,500+

Includes:

- Naming recognition for the sponsored class or division
- Recognition across official event materials and exhibitor communications
- Announcer recognition during the sponsored class or division
- Arena signage displayed at all CRCHA events, with priority placement at the Premier Event beneath the Premier Event Title Sponsor
- Social media recognition tied to the class or division
- Recognition on the CRCHA website sponsor page and on applicable event pages

Class & Division Sponsors are positioned beneath the Premier Event Title Sponsor and do not receive premier event naming rights.

EVENT PRESENTING SPONSOR

(Non-Premier Events Only)

Sponsorship Commitment: Starting at \$1,500 per event

CRCHA hosts seven additional horse shows annually outside of its two premier events. Event Presenting Sponsors receive featured recognition specific to an individual non-premier show.

Includes:

- Event naming recognition
(Example: “[Sponsor Name] CRCHA Horse Show #4”)
 - Recognition on the event page of the CRCHA website
 - Arena signage displayed at all CRCHA events, with priority placement at the sponsored event
 - Announcer recognition throughout the event
 - Social media recognition tied to the sponsored show
 - Logo included in rotating sponsor placement on the livestream
 - Event Presenting Sponsorships apply only to non-premier events and do not overlap with Premier Event Title Sponsorships
 - Recognition on the CRCHA website sponsor page and on applicable event pages
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OFFICIAL OPERATIONAL PARTNERS

(By agreement – limited availability)

Sponsorship Commitment: By Agreement

CRCHA recognizes the essential role of its Operational Partners in delivering professional-level competition.

Recognition typically includes:

- **Arena signage displayed at all CRCHA events, with prominent placement at applicable events**
 - **Announcer recognition** acknowledging operational support at applicable events
 - **Branding across official event materials and selected CRCHA digital platforms aligned with supported events**
 - **Event-specific recognition** aligned with the scope of support
 - **Logo included in rotating sponsor placement on the livestream**
 - **Reserved VIP table (8 seats) at each CRCHA Premier Event Awards Banquet, including:**
 - Spring Premier Event Awards Banquet (Derby, Spectacular & Horse Show #2 – March)
 - Fall Premier Event Awards Banquet (Futurity, Derby & Horse Show #9 – November)
 - **Reserved VIP table (8 seats, tickets included) at the CRCHA Year-End Awards Banquet**
 - Recognition on the CRCHA website sponsor page and on applicable event pages
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EVENT-SPECIFIC FEATURE SPONSORSHIPS

Saddle Shootout Sponsor

(May Horse Shows #4 & #5)

- Presenting Sponsor: \$7,500
- Individual Saddle Sponsor: \$5,000 each

The Saddle Shootout is a signature CRCHA event highlight, awarding two custom saddles during the May shows.

Includes:

- Naming recognition associated with the Saddle Shootout
- Recognition tied directly to the awarded saddles
- Arena signage displayed at all CRCHA events, with featured placement during Horse Shows #4 & #5
- Announcer recognition throughout the Shootout
- Recognition across official event materials and digital promotions related to the Shootout
- **Dedicated social media promotion** highlighting the Saddle Shootout and its winners
- Recognition on the CRCHA website sponsor page and on applicable event pages

- **Logo included in rotating sponsor placement on the livestream**
 - **Reserved VIP table (8 seats) at the CRCHA Year-End Awards Banquet** (*reserved seating; banquet tickets purchased separately*)
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MEDIA & BROADCAST SPONSORSHIPS

CRCHA events reach a global audience through professional livestreaming and broadcast distribution. Media sponsorships offer high-frequency, highly visible brand exposure beyond in-arena signage.

Media opportunities may be purchased individually or bundled with event sponsorships.

Official Livestream Sponsor (Annual)

Sponsorship Commitment: \$5,500

Includes:

- **Recognition as “Livestream Presented By”** throughout the CRCHA season
 - **Premium livestream logo placement** throughout the season
 - **Branded livestream frame placement** during all CRCHA livestreamed events
 - **One 15–30 second commercial included**, aired during drags throughout the season
 - **Reserved VIP table (8 seats) at the CRCHA Year-End Awards Banquet** (*reserved seating; banquet tickets purchased separately*)
 - Recognition on the CRCHA website sponsor page and on applicable event pages
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Official Live Scoring Sponsor (Annual)

Sponsorship Commitment: \$3,500

The Official Live Scoring Sponsor receives brand visibility on the CRCHA live scoring platform used by exhibitors and spectators throughout the season.

Includes:

- Logo placement on the CRCHA Live Scoring page throughout the season
- Recognition as the **Official Live Scoring Sponsor of CRCHA**
- Sponsor recognition on applicable event pages of the CRCHA website
- One sponsor slide included in the livestream rotation

- Optional link from the scoring page to sponsor website

Live scoring is accessed by exhibitors, owners, and spectators throughout each event to follow scores in real time.

Instant Replay Sponsorship

Instant Replay sponsorship offers one of the most visible and consistent forms of livestream exposure, appearing on nearly every work and during replay segments viewed by both live and replay audiences.

Annual Instant Replay Sponsor (Annual)

Sponsorship Commitment: \$7,500

Includes:

- Sponsor logo and/or text displayed on all instant replay segments throughout the season (*e.g., "Replay Sponsored By [Sponsor Name]"*)
- Logo integrated into the replay transition or stinger
- Exposure across all livestreamed CRCHA events
- **One 15–30 second commercial included**, aired during drags throughout the season
- **Reserved VIP table (8 seats) at the CRCHA Year-End Awards Banquet** (*reserved seating; banquet tickets purchased separately*)
- Recognition on the CRCHA website sponsor page and on applicable event pages

Premier Event Instant Replay Sponsor (per Premier Event)

Sponsorship Commitment: \$3,000

Includes:

- Instant replay branding during the sponsored Premier Event only
- Logo and/or sponsor text displayed on replay segments during the event
- Event-specific recognition tied to the sponsored Premier Event
- Logo visibility within archived livestream replays from the sponsored event
- Recognition on the CRCHA website sponsor page and on applicable event pages

Event-Level Instant Replay Sponsor (per Event)

Sponsorship Commitment: \$750–\$1,000

Includes:

- Instant replay branding during the sponsored event only
- Logo and/or sponsor text displayed on replay segments
- Exposure limited to the sponsored event
- Recognition on the CRCHA website sponsor page and on applicable event pages

Instant Replay sponsorship availability is limited and subject to production considerations. Stinger customization may vary by sponsorship level.

Cowboy Channel Broadcast Sponsor

(Premier Events Only)

Sponsorship Commitment: By Proposal / By Event

Premier Events may be distributed through the Cowboy Channel Plus App, expanding sponsor reach to national and international audiences.

Includes:

- Sponsor logo overlay on the livestream broadcast
 - Recognition as a Cowboy Channel Broadcast Sponsor
 - Exposure through live and archived streams
 - **One 15–30 second commercial included**, aired during drags throughout the event
 - Recognition on the CRCHA website sponsor page and on applicable event pages
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Commercial Advertising (Optional Media Add-On)

Sponsorship Commitment (per Season):

Commercial advertisements may be aired during drags and pre-event coverage. Placement and frequency are subject to availability.

Spot Length	Season Investment
15 seconds	\$750
30 seconds	\$1,000
45 seconds	\$1,250
Extended spots (60–120 sec)	By approval

Includes exposure during:

- Spring Classic Derby
- Shoot Out
- Mid-Summer Pre-Futurity
- Fall Classic Futurity
- CRCHA horse shows throughout the season

Commercials are rotated during drag breaks and broadcast transitions.

File Specifications:

MP4 or MOV format | 16:9 | 1080p preferred

Final placement and frequency are subject to event schedules and production availability.

EVENT & EXPERIENCE SPONSORSHIPS

Jumbotron Display Sponsor

Sponsorship Commitment: By Proposal / Per Event

The Jumbotron Display Sponsor provides high-visibility brand exposure through a large-format LED display positioned in warm-up pens or other high-traffic viewing areas during CRCHA events.

Includes:

- Sponsor recognition integrated into event video displays and screen transitions
 - Exposure to riders, trainers, and spectators in warm-up and gathering areas
 - Optional sponsor slide or commercial displayed on the Jumbotron screen during breaks
 - Recognition on the CRCHA website sponsor page and on applicable event pages
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Hospitality Sponsor

Sponsorship Commitment: Starting at \$1,000

Includes:

- Naming recognition associated with the sponsored hospitality function
- **On-site recognition acknowledging sponsorship of the hospitality experience**
(may include signage, printed notices, or digital displays, depending on event format)

- Announcer recognition at appropriate times related to the sponsored hospitality function
 - Recognition on the CRCHA website sponsor page and on applicable event pages
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Official Courtesy Cart Sponsor (Annual)

Sponsorship Commitment: \$1,500

CRCHA courtesy carts are used throughout each event by staff and officials to move efficiently between barns, arenas, and show office areas. The Courtesy Cart Sponsor receives visible brand exposure across the event grounds throughout the season.

Includes:

- Sponsor logo displayed on removable magnetic signage on CRCHA courtesy carts used during events
- Recognition as the **Official CRCHA Courtesy Cart Sponsor**
- Announcer recognition during events acknowledging courtesy cart sponsorship
- Recognition on the CRCHA website sponsor page and on applicable event pages

Premium Courtesy Cart Sponsor Upgrade – \$2,000

Includes everything above plus:

- Arena signage displayed at all CRCHA events throughout the season
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ARENA SIGNAGE SPONSORSHIPS

Sponsorship Commitment: \$500

Includes:

- Arena signage displayed at **all CRCHA events throughout the season** (standard placement)
 - Logo included in rotating sponsor placement on the livestream
 - Recognition on the CRCHA website sponsor page
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MISSION-BASED PARTNERSHIPS

Next Generation Sponsor (Youth Development Initiative)

Sponsorship Commitment: \$1,500–\$5,000

The Next Generation Partnership supports CRCHA’s commitment to developing the future of the reined cow horse industry by investing in youth competitors and youth-focused programming.

This initiative helps support youth divisions, youth participation opportunities, and programs designed to introduce and develop the next generation of riders and horsemen.

Includes:

- Recognition tied to CRCHA youth divisions and youth classes
- Signage acknowledging support of youth development
- Announcer recognition related to youth divisions or youth classes
- Digital and social media recognition highlighting youth competitors and youth programs
- Recognition on the CRCHA website sponsor page and on applicable event pages

Depending on the level of support, Next Generation Partners may also help fund:

- Youth awards and prizes
- Youth scholarships or educational opportunities
- Youth-specific class sponsorships or program support

OPTIONAL ADD-ONS & UPGRADES

Add-On	Investment
Website Sponsor Carousel (Annual)	\$250
Additional Arena Sign	\$500
Livestream Creative Production (as needed)	By Quote

Livestream Creative Production (commercials, sponsor slides, or logo formatting) is available for sponsors who require assistance creating broadcast-ready materials. Production fees are quoted separately based on scope.

Final note:

Media availability, placement, and frequency are subject to event schedules and production limitations. CRCHA works closely with sponsors to ensure accurate expectations and high-quality delivery.