2012 Ariat Tulsa Reining Classic Sponsorship Opportunity Packet

The Tulsa Reining Classic has long been an exciting event for contestants, owners, equine enthusiasts, and spectators alike. Participants and visitors from all over the world have attended the show, enjoying the sport of reining offered on all levels. While the event has varied over the years, it has evolved into an opportunity to draw more participants than ever. Now offering high level classes for all ages of horses, the show management has taken yet another step toward appealing to the entire industry.

What Makes the Tulsa Classic Different?

With multiple levels of competition for riders in aged events, the show offers open and non pro futurities, a developing horse futurity (an industry first!), and open and non pro derivatives! Additionally, ancillary classes and affiliate finals for everyone from youth to professionals attract riders of all skill levels. From first-time spectators to seasoned show professionals, all are welcomed and made to feel right at home. With in-arena opportunities for schooling horses and ample covered riding areas, exhibitors and horses alike can be well prepared for their trips into the show pen. The spectacular show management team’s attention to detail ensures a pleasant show experience for all.

In addition to the broad spectrum of the show itself, the event also features a large stallion auction and exciting vendors galore, along with many opportunities for entertainment. The stallion auction offers both live and online bidding, while showcasing many of the industry’s finest stallions. Hospitality events make attendees feel right at home, while spectators enjoy the excitement of two simultaneous show rings. Trade show vendors display and sample unique products, and attendees are always pleased to discover new and exciting ideas in the areas of horse care, fashion, equipment, business products, and more.

Exhibitors, owners and spectators alike enjoy the unique atmosphere of the Tulsa Reining Classic, featuring top-notch show management that are pleased to be able to cater to the unique needs of participants. Through its large purse, excellent prizes and unique atmosphere, the Tulsa Reining Classic continually attracts both new and repeat clients. The show has been featured in prestigious national publications, such as Equestrian Magazine, Reiner magazine and Quarter Horse News, in addition to making local Tulsa news media on multiple occasions.
The Tulsa Reining Classic has far-reaching economic impact that begins locally in the City of Tulsa, and ends with global exposure through international participants and the world-wide web. Regular press releases, publicity, search engine maximization, social media, and word of mouth top off standard advertising to create maximum exposure for the event and its sponsors. As the event continues to grow, exposures to potential clients will continue to grow.

As one of our valued sponsors, you can expect to be promoted to the best of our ability and to an expansive audience. Promotion of the event takes place throughout the year through a variety of avenues, and to both horse industry participants and consumers in general. The show management is always looking for new and exciting methods of event and sponsor promotion, utilizing all resources available. Even more importantly, promotion of your business can easily be tailored to your specific needs!

Demographics of the Reining Horse World

Close to $39 billion is spent annually on equine-related goods and services, with an impact of $101.5 billion on the GDP.

There are 4.6 million Americans involved in the horse industry. 238,000 of these are involved in breeding horses, 481,000 compete in shows, 1.1 million participate in other horse activities, 2 million are supporting family members and volunteers, 119,000 are service providers, and 207,000 are employees.

According to the American Horse Council, 1 of 63 Americans are involved in horses.

In the UK, 3.8 billion pounds per year are spent in the horse industry. The Canadian horse industry is expanding, with $19.7 billion spent in 2010, and an increase of 79,000 horse-owning households 2003 to 2010. Many of these participants attend and/or compete at shows in the United States.

Reining competitors most often own a farm or ranch, with medium value (including facilities, land, and horse equipment) of over $632,000.

The average competitor is 46.9-years-old and married, living in a rural setting and earning the majority of income in a non-horse industry profession.

The sport has over 14,000 competitors worldwide, and the average competitor attends 1 to 5 events per year, most likely being a horse owner, breeder, participant or spectator.

The average participant was most likely involved in showing horses before becoming involved with the sport of reining, owns 8.8 horses, and manages 12.5 horses. The mean value of horses owned is $133,000 and the mean value of horses managed is $164,920.

Over half of all reining participants have a minimum of a bachelor’s degree and nearly 20% have earned a graduate or professional degree. Over 40% of participants report a gross income of over $100,000 annually.

The average participant holds 3.2 credit cards, and the majority report monthly full payoff.
2012 Sponsorship Opportunities

The number of impressions made on potential customers through this event continues to grow, and sponsorships are available to fit any marketing plan. In addition to offering convenient sponsorship packages, the show management works with each sponsor to create a plan that will integrate the sponsor’s presence before, during, and after the event. Customized packages are available to those sponsors who have more specific marketing needs in mind. However, only one sponsorship will be allowed per individual or business.

Presenting Sponsor:

1. Recognition in name of Futurity/ DH Futurity/ Derby/ Maturity
2. One banner in ford truck arena, one banner in Mustang arena, frequent announcer recognition
3. Premier reserved sponsor table, six passes to VIP area for duration of show including continental breakfast and lunch provided daily during show
4. Specific press release, minimum of ten facebook and twitter promotions, name inclusion in e-newsletter and name inclusion on all TRC sponsor listings including website
5. Awards presentation participation for your event, distribution of toss-outs provided by you during drag breaks of your event
6. Choice stalls, priority VIP RV hookups, priority paid warm-ups
7. Concierge office appointment, waived late fees

Investment: Varies per class

Corporate Sponsor:

1. One banner in ford truck arena, one banner in Mustang arena, frequent announcer recognition
2. Premier reserved sponsor table, six passes to VIP area for duration of show including continental breakfast and lunch provided daily during show
3. Specific press release, minimum of ten facebook and twitter promotions, name inclusion in e-newsletter and name inclusion on all TRC sponsor listings including website
4. Awards presentation participation, distribution of toss-outs provided by you during drag breaks of your event

Investment: $10,000

Patron Sponsor:

1. One banner in ford truck arena, one banner in Mustang arena, frequent announcer recognition
2. Premier reserved sponsor table, six passes to VIP area for duration of show including continental breakfast and lunch provided daily during show
3. Name mention in selected press release material, minimum of eight facebook and twitter promotions, name inclusion in e-newsletter and name inclusion on all TRC sponsor listings including website
4. Choice stalls, priority complimentary VIP RV hookups, priority paid warm-ups
5. Concierge office appointment, waived late fees

Investment: $7,500
Gold Sponsor:

1. One banner in Ford Truck Arena, announcer recognition at show
2. Premier reserved sponsor table, six passes to VIP area for duration of show including continental breakfast and lunch provided daily during show
3. Name mention in selected press release material, minimum of two Facebook and Twitter promotions, name inclusion in e-newsletter and name inclusion on selected TRC sponsor listings including website
4. Choice stalls, priority VIP RV hookups (hookup fee not included), priority paid warm-ups
5. Concierge office appointment, waived late fees

Investment: $5,000

Saddle Sponsor:

1. Recognition for sponsorship of saddle for Open Futurity, Non Pro Futurity, Open Derby, Non Pro Derby, Developing Horse Futurity
2. Announcer recognition at event, participation in saddle presentation
3. Minimum of two Facebook and Twitter promotions, mention in selected press release material, name inclusion on selected TRC sponsor listings including website
4. Choice stalls, priority VIP RV hookups (hookup fee not included), priority paid warm-ups
5. Concierge office appointment, waived late fees

Investment: $3,000

Table Sponsor:

1. Premier reserved sponsor table, six passes to VIP area for duration of show including continental breakfast and lunch provided daily during show
2. One banner in Mustang Arena or warm-up area

Investment: $2,500

Ancillary Sponsor:

1. Recognition for sponsorship of specific ancillary class and buckle for that class
2. Minimum of two Facebook and Twitter promotions, mention in selected press release material, name inclusion on selected TRC sponsor listings including website, and e-newsletter

Investment: $1,500

Silver Sponsor:

1. Minimum of one Facebook and Twitter promotion, name inclusion on selected TRC sponsorship listings including website, announcer recognition at event

Investment: $1,000
Special Sponsorships:

1. **Stall Card Sponsor**- Put your logo on every single stall at the show! Includes your logo, printed on our stall cards, announcer recognition, and minimum of two facebook and twitter promotions. $1,000

2. **Morning donut sponsor**- Sponsor coffee and donuts available for exhibitors on show mornings! Includes a typed sponsorship sign, minimum of two facebook and twitter promotions, and announcer recognition. $1,000  ****SOLD!****

3. **Concierge Golf Cart Sponsor**- Sponsor icy cold water bottles on a golf cart complete with your artwork on two printed signs! Water will be distributed at the back gate of both arenas and from the cart itself, visible everyone! Includes two printed promotional signs on cart, one printed sign per back gate, minimum one facebook & twitter promotions and announcer recognition. $150/day or Made to Order

4. **Exhibitor packets sponsor**- Sponsor the packets given to every exhibitor before they show! Includes your sticker on the packet, as well as promotional material provided by you inside the packet. Also includes minimum of one facebook and twitter promotion, and announcer recognition at show. $250

5. **Back numbers sponsor**- Sponsor back numbers, worn by every exhibitor and seen by every spectator! Includes your logo printed on each number, minimum of one facebook and twitter promotion, and announcer recognition at show. $1,000  ****SOLD!****

6. **Mounting block sponsor**- Sponsor a mounting block in the make-up area of either arena! Includes a printed sponsorship sign on block provided by us and minimum of one facebook and twitter promotion, as well as announcer recognition. $500

7. **Entry office sponsor**- Sponsor ink pens and candy in the frequently visited show office! Includes a typed sponsorship sign, pens provided by you, minimum of one facebook and twitter promotion, as well as announcer recognition at event. $150

8. **Webcast sponsor**- Display your advertisement on our live webcast page during the show! Includes your graphics posted on our page for entire duration of event. $500

9. **Web Banner Add-On**- Add a banner with your graphics to our website! $250

All sponsorships should be paid in full by August 1, 2012 for sponsors to enjoy full promotional value offered. If sponsorships are not paid by this time, show management reserves the right to release them to the next party in line.