

## **Saskatchewan Reined Cow Horse Association (SRCHA) Inc.**

Non-Profit # 101100063

[www.ReinedCowHorse.net](http://www.ReinedCowHorse.net)

To Whom it may Concern,  
The SRCHA is seeking your financial support!

What is the SRCHA?

The SRCHA is a registered non-profit organization made up of horse enthusiasts who love the sport of Cow Horse. Our membership is made up of youth, amateur and professional riders who are committed to improving their skills and showcasing their trained cow horses.

Each year the SRCHA hosts a series of weekend competitions that is followed by a Premier Classic show to wrap up the year. These competitions offer a variety of classes from beginner to advanced which gives the participant a chance to enjoy and compete with others at a similar level and ability.

The SRCHA is a family orientated association. The beginner and intermediate classes in the association are typically the largest classes, often with family members competing against each other. The majority of the riders own their own horses, truck and trailer. They faithfully pack up and spend their weekends at the shows in communities across Sask.

The professional classes are made up by those who make a living in the equine industry. These riders are always seen coaching, training, and cheering on our beginner, youth and amateur riders. Many of these riders also promote and compete in the cow horse sport outside the province as well as internationally, showing that we have some of the best riders right here in the province of Saskatchewan

What will you see at a Reined Cow Horse Show?

Cow Horse Shows consist of three required events that horse and rider compete in.

### **Herd Work:**

Horse and Rider separate a number of cattle from the herd without unsettling the herd. Horse should be willing to work on it's own and the cow should not get around the horse back into the herd.

### **Reined Work:**

Horse and rider work through a set pattern of movements made of circles, sliding stops, and spins.

### **Cow Work:**

This is the most exciting aspect of Cow Horse and will get your adrenaline rushing! Horse and rider begin by working one cow on the end of the arena (boxing) to demonstrate the horses ability to hold the cow until it is allowed to run down the fence. At this time the rider displays it's control of the cow by making at least one turn each direction at top speed down the long wall of the arena finishing the run by circling the cow in each direction in the centre of the arena.

## **The opportunity to be part of the action!**

The province of Saskatchewan and the SRCHA represents traditional values, is passionate about sharing the cow horse experience, teaching camaraderie, and having fun. We have some of the best horses and riders in Canada right here in Saskatchewan and the SRCHA is dedicated to providing a showcase for them. Cow Horse is an exciting, crowd pleasing sport that is challenging to both horse and rider. It satisfies both competitor, spectator, and sponsor alike.

Your sponsorship of the SRCHA is greatly appreciated and as you know, necessary in order for non profit organizations such as ours. Your generous donations will be put to use to run our classic Show held in Saskatoon, Saskatchewan at Prairieland Park the weekend of August 27 & 28, 2016. The majority of the money will be allocated to prize money with a small portion going towards the expense of putting on this event. Last year our entries were up once again with competitors from all across Saskatchewan as well as entries from neighboring provinces.

The SRCHA aims to bring outside money to communities, highlight your business to potential customers, and keep the heritage of competitive horsemanship alive across this great province.

According to Equine Canada Statistics, Saskatchewan has over 125,000 horses and over 15,500 horse owners and this number is growing. This expanding industry records growth similar to that of Alberta's. We have 3 million acres of land dedicated to horses, and 928 million dollars annually in direct, indirect, and induced expenditures. It is estimated 8.75 million dollars is spent in Saskatchewan annually by spectators at equine events. The Saskatchewan horse industry represents a golden opportunity for businesses by partnering with equine events for promotion.

The SRCHA membership alone is comprised of youth, ranchers, farmers, Breeders, Horse owners, Horse Trainers, small business owners, executives and workers within the oil, forestry and agricultural fields and many more vocations.

The SRCHA welcomes your involvement and look forward to working with you to develop the perfect partnership to promote your business within our sport and the equine industry. We sincerely Thank You if you have previously sponsored the SRCHA and hope you will consider sponsoring again.

For more information regarding sponsorship or to obtain a sponsorship commitment form please contact Teri Clearwater at 306-544-7621 or [justaboutaranch@gmail.com](mailto:justaboutaranch@gmail.com)



## Sponsorship Details

The SRCHA is pleased to present this list of sponsorship opportunities within the SRCHA show season. Custom packages are available upon request. Changes to our packages are available upon request and approval by the SRCHA board of directors.

### **Corporate Sponsorship**

- \$5000 Elite- All options listed plus elite/platinum options
- \$4000 Platinum- All Options plus 2 elite/platinum options
- \$2500 Gold- Up to 6 options
- \$1500 Silver- Up to 5 options
- \$1000 Bronze- Up to 4 options
- Product/Service (as approved by SRCHA board)
  - see options based on product value

#### Options:

- Promotional mention by announcer
- acknowledgement in show program and or day sheet
- Logo on homepage of website and link to your website for 1 year
- 2 tickets to year end banquet
- Arena Signage
- Social Media (Facebook) acknowledgement throughout the year
- Presentation Opportunity and photo with winner from our Classic Show  
(Elite and Platinum Sponsors option Only)
- Name association with a class at our Classic Show  
(Elite and Platinum Sponsors option Only)
- Name featured in any "print" material for SRCHA in magazines (such as Western Horse Review and Horse Country) (Elite and Platinum option only)
- Full Page feature in Classic Show Program  
(Elite and Platinum option Only)
- Tickets (2) to any fundraising event hosted by the SRCHA (ie steak nights) (Elite and Platinum option only)

## Individual Sponsorship

Designed for individuals, families or businesses that would like to support the SRCHA but don't have the advertising needs.

### -Level 1 \$500

- promotional mention by announcer
- Listing on SRCHA website
- Social Media mention
- Ad in Classic Show program (up to 1/2 page size)
- Certificate indicating sponsorship year

### -Level 2 \$300

- Listing on SRCHA website
- Social Media Mention
- Business Card Ad Classic Show program

### -Level 3 \$<300

- Website Recognition
- Listing in Classic Show Program
- Product (approved by SRCHA board)
  - see above opportunities based on product value
- Friend of SRCHA \$100
  - receive a special gift from SRCHA for your sponsorship

Thank so so much for your time and consideration. Your support is very much appreciated.

### SRCHA 2016 Directors:

Ron Farrow~Dalmeny SK, Dale Clearwater~Hanley SK, Noreen Fenske~Jedburgh SK, Taylor Douglas~Yellow Grass SK, Barry Clemens~Lumsden SK, Donna Reid~Webb SK, Jamell Heppner~Spiritwood SK, Bryan Birkett~North Battleford SK, Blair Marchand~Hudson Bay SK

**Saskatchewan Reined Cow Horse Association**  
**Corporate Sponsor Form**

Corporate Partner Name (as you wish it to be released to public)

\_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

Please check box for chosen sponsorship level

\$5000 Elite (all options) plus Elite/Platinum options

\$4000 Platinum (all options) plus 2 Elite/Platinum Options

\$2500 Gold (up to 6 options)

\$1500 Silver (up to 5 options)

\$1000 Bronze (up to 4 options)

Product/Service (as approved by SRCHA board)

Item: \_\_\_\_\_ Value: \_\_\_\_\_

Please check chosen options:

-  Promotional mention by announcer

-  acknowledgement in show program and or day sheet

-  Logo on homepage of website and link to your website for 1 year

-  2 tickets to year end banquet

-  Arena Signage

-  Social Media (Facebook) acknowledgement through the year

-  Presentation Opportunity and photo with winner from our Classic Show  
(Elite and Platinum Sponsors Only)

-  Tickets (2) to any SRCHA Fundraising Events (ie Steak Nights)  
(Elite and Platinum Sponsors Only)

-  Name association with a class at our Classic Show  
(Elite and Platinum Sponsors Only)

-  Name featured in any "print" material for SRCHA in magazines (such as Western Horse Review and Horse Country) (Elite and Platinum option Only)

-  Full Page feature in Classic Show Program  
(Elite and Platinum Only)

\*\*Further options can be discussed with SRCHA

Please write a brief description of your business for show announcer, website and media releases:

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Please Email Logo To : Teri Clearwater [justaboutaranch@gmail.com](mailto:justaboutaranch@gmail.com)

Please send Signage to: Teri Clearwater  
Box 38  
Hanley, Sask.  
S0G 2E0

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Thank You!!  
Please return to Teri Clearwater at above address.



**Saskatchewan Reined Cow Horse Association**  
**Individual Sponsor Form**

Sponsor Name (If you wish it released to public)

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Contact Name and Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_

email \_\_\_\_\_

Please check box for chosen Sponsorship Level

- Level 1 \$500
- promotional mention by announcer
  - Listing on SRCHA website
  - Social Media mention through year
  - Ad in Classic Show program (up to 1/2 page size)
  - Certificate indicating sponsorship year

- Level 2 \$300
- Listing on SRCHA website
  - Social Media Mention
  - Business Card Ad Classic Show program

- Level 3 \$<300
- Website Recognition
  - Listing in show program

- Product (approved by SRCHA board)
- see above opportunities based on product value

- Friend of SRCHA \$100
- receive a special gift from SRCHA for your sponsorship

Please write a small blurb about you or your business for SRCHA use:

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Date \_\_\_\_\_ Signature: \_\_\_\_\_

Thank You!! Please return to  
Teri Clearwater  
Box 38  
Hanley, Sask  
S0G 2E0  
[justaboutaranch@gmail.com](mailto:justaboutaranch@gmail.com)



