



# 2024 Sponsorship Opportunities



ASHA

The Northern Alberta Reined Cow Horse Club was founded in 2010 when a group wanted to bring exposure of the sport to our geographic area. In 2024, the club rebranded and is now known as the **Alberta Stock Horse Association**. Our passion for growth is evident in the variety of shows, clinics and events held throughout the year. ASHA is a non-profit organization that relies on sponsorship to give reined cow horse hopefuls and enthusiasts the opportunity to compete, develop skills, and have fun by attending professionally run cow horse shows.

Recently, we have created youth programs that encourage participation in all levels of competition while maintaining an atmosphere where our young members can develop friendships and support each other.



Photo by Wildwood Imagery

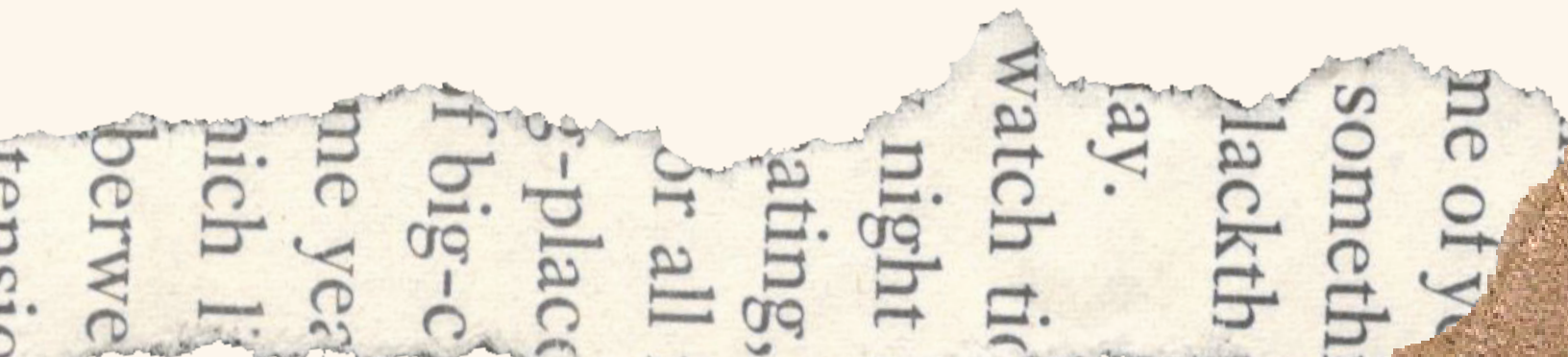


# Club Values and Goals



## We aim to:

- Encourage skill development in cutting, stock horse, and judging through a variety of expertly guided training experiences
- Be a friendly supportive organization dedicated to introducing the reined cow horse competitor to the show arena
- Provide professionally run shows balanced between camaraderie and competitiveness
- Inspire an atmosphere where individuals can compete at any level, have fun, develop relationships, and encourage each other to new successes
- Create a friendly, welcoming environment that promotes growth and development in the members and in the sport of Reined Cow Horse
- Build a strong and long lasting sponsorship network that provides a valued return for those sponsors
- Grow awareness of the sport and its strong history
- Build a strong supporting club that gives back to the community
- Continue our affiliate relationship with the National Reined Cow Horse Association





# 2024 Events



2024 is shaping up to be another great year for the Alberta Stock Horse Association! ASHA will be again hosting our premier events: the Wildrose Derby in June, and the largest cow horse show in Canada, our Futurity, Derby, and Year End Horse Show in October.

We have again partnered with, and will be hosting the Calgary Stampede Bridle Spectacular qualifiers. Last year saw the return of the cow horse event to the Calgary Stampede and we are proud to be a part of it again this year.

We are also excited to announce the first ever Canada's Greatest Cowgirl competition in September which will be sure to entertain both competitors and spectators.

These events draw competitors from across Western Canada and are NRCHA sanctioned, which allow our members to qualify for the World Show in Fort Worth, Texas.

Contributions from our sponsors enable ASHA to host these events along with weekend shows, and informative clinics throughout the year to give our competitors the optimal cow horse experience.



# Sponsorship Opportunities

Gold

\$2,500

- One banner displayed in the arena during the show season
- Your name/company acknowledged by show announcer throughout the 2024 season as per sponsor prepared script
- Minimum of 4 Facebook posts throughout the year
- Company logo and link on ASHA website
- Recognition of support during shows that have livestream feed and during breaks

Silver

\$1,000

- One banner displayed in the arena throughout the show season
- Your name/company acknowledged by show announcer throughout the 2024 season as per sponsor prepared script
- Minimum of 2 Facebook posts throughout the year
- Company logo and link on ASHA website
- Recognition of support during shows that have livestream feed and during breaks

Bronze

\$500

- Your name/company acknowledged by show announcer throughout the 2024 season as per sponsor prepared script
- 1 Facebook post recognizing your sponsorship
- Company logo and link on ASHA website
- Recognition of support during shows that have livestream feed and during breaks



The Alberta Stock Horse Association is open to all sponsorship opportunities. Our goal is to instill a sense of value and pride when sponsoring the ASHA. We can customize any package to meet the needs of your organization and your marketing ideas.





# Event Sponsor

## Premier Event Sponsor

\$5,000

- Name association with event
- Two banners displayed at the event - one in the arena and one elsewhere in the venue (sponsor supplied)
- Banner displayed in background of all pictures of winners in each event
- Presentation photo with each winner
- Your name/company acknowledged by show announcer throughout the 2024 season as per sponsor prepared script
- Company logo and link on ASHA website
- Minimum of 6 Facebook posts throughout the year recognizing you as a Premier Event Sponsor
- Recognition of support during shows that have livestream feed and during breaks
- The opportunity to host a social evening at a show of your choosing

## Derby/Futurity Class Champion

\$500

- One banner displayed in the arena during the event
- Your name/company acknowledged by show announcer during the event as per sponsor prepared script
- Minimum of 4 Facebook posts throughout the year
- Company logo and link on ASHA website
- Recognition of support during shows that have livestream feed and during breaks

## Derby/Futurity Reserve Champion

\$400

- Your name/company acknowledged by show announcer during the event as per sponsor prepared script
- Minimum of 2 Facebook posts throughout the year
- Company logo and link on ASHA website
- Recognition of support during shows that have livestream feed and during breaks



Photo by Wildwood Imagery



# Special Event Sponsor



September 20 -22, 2024

\$5,000

## Extreme COW HORSE COMPETITION

October 16 - 20, 2024

- Name association with event
- Name on CGC/Extreme Logo
- Two banners displayed at the event - one in the arena and one elsewhere in the venue (sponsor supplied)
- Banner displayed in background of all pictures of winners in each category
- Presentation photo with each event Champion and Reserve Champion
- Recognition from posters displayed in local businesses
- Your name/company acknowledged by show announcer throughout the 2024 season as per sponsor prepared script
- Company logo and link on ASHA website
- Minimum of 6 Facebook posts throughout the year recognizing you as a Special Event Sponsor
- Recognition of support during shows that have livestream feed and during breaks
- The opportunity to host a social evening at a show of your choosing
- The opportunity to have CGC/Extreme logo with your name on promotional clothing/items associated with event.
- Two tickets to the ASHA Year End Banquet





# Year End Sponsors

## Year End Champion Buckle Sponsor - \$400

- Acknowledgement at our year end banquet when buckle presented
- Presentation of award at banquet
- Your name/company acknowledged by show announcer at shows throughout the year
- Recognition of support during shows that have livestream feed and during breaks

## Year End Reserve Champion Sponsor - \$300

- Acknowledgement at our year end banquet when award presented
- Presentation of award at banquet
- Your name/company acknowledged by show announcer at shows throughout the year
- Recognition of support during shows that have livestream feed and during breaks





# In-Kind, Items or Products, and Silent Auction Sponsors

**In-Kind Donations** - In-kind donations will be recognized and allocated to the level of sponsorship based on the value of the donation. The ASHA corresponding commitments/obligations to the level of sponsorship will be applied.

**Donated items or products** - Items and/or products that are donated will be recognized and allocated to the level of sponsorship based on the value of the donation. The ASHA corresponding commitments/obligations to the level of sponsorship will be applied.

**Silent Auction Sponsors** - All donated silent auction items will be auctioned off at the ASHA year end show. ASHA will provide a printout recognizing you/your company along with the item(s) you donated.





# Sponsor Information

Name/Company Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsorship Level or Amount: \_\_\_\_\_

Form, logo, and company information/description can be sent to [abstockhorse@gmail.com](mailto:abstockhorse@gmail.com)



If you require further information or would like to discuss sponsorship options,  
please contact Shawna Husted @ 403-875-1369



# Thank You

Your support is greatly appreciated!

