

Corporate Partner Program

DIAMOND

PLATINUM

GOLD

SILVER

BRONZE

SPUR

RIDE



SHOW



RACE



RMQHA

ROCKY MOUNTAIN QUARTER
HORSE ASSOCIATION

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www.rmqha.com



ABOUT RMQHA

For more than 70 years, RMQHA has shared your dedication to and enthusiasm for the American Quarter Horse. Whether you race, breed, show, ranch, trail ride, or just like to socialize and keep up with Regional Quarter Horse news, this association is for you. RMQHA provides the leadership vital to the protection and enhancement of our industry, heritage, education, programs, and activities. Join us as we continue to support and promote the American Quarter Horse and our members in the Rocky Mountain region!

RACING

The RMQHA has one of the most active and successful Quarter Horse racing programs in the country. With live Quarter Horse racing held at Arapahoe Park near Aurora Colorado from late May through mid-August, these speedsters will vie for over \$500,000 in purse and stakes money. It's a great time to join the Quarter Horse Racing craze.

COLORADO BRED PROGRAM

The RMQHA Race division offers an exceptional opportunity for owners and breeders of AQHA registered Quarter Horses in the State of Colorado with the Colorado Bred Program. With payout in Breeders Awards of over \$200,000 for 2016, paid out in March 2017, it is just another reason to race a Colorado Bred Quarter Horse.

DAY AT THE RACES

What a great way to get a peek into the world of horse racing! The RMQHA hosts a day for our members and new owners, participants get the royal treatment at Arapahoe Park. The participants will get an inside view of the racing industry, a trip to the announcer's booth during a race and perhaps an opportunity to be in a Win photo!

SHOWING

The RMQHA sanctions over 20 AQHA Approved shows and special events every year throughout Colorado and Wyoming offering many different opportunities and days to exhibit your American Quarter Horse, including the prestigious Pre-Denver Circuit, the Gold Rush Show as well as the fun Colorado Gold in Pueblo and Rocktoberfest in Loveland. Most of the sanctioned shows offer classes for everyone from professionals, amateurs, novice and youth, including the Select division for "mature" exhibitors. There are also Special Event Classes offered in cattle-related classes, reining and more.

AMATEURS

The Amateur Division is over 350 members strong with some of the best competitors in the country. The Amateur Division is for non-pro riders 18 years of age and over. Novice and Select classes are offered in addition to traditional Amateur classes. Every year the Amateurs hold socials and fundraisers.

RMQHIA/YOUTH

The Rocky Mountain Quarter Horse Youth Association is one of the oldest established AQHA Youth Associations in the United States. It is comprised of youth 18 years of age or younger with program emphasis on building character and leadership skills. RMQHIA members have the opportunity to apply for scholarships, increase community interest, sportsmanship and camaraderie within the Quarter Horse world. The youth enjoy a very active association. Among the benefits of membership in the RMQHIA are: Scholarships, AQHIA Youth World and Congress competitions, the Challenge Championship Youth Race Program, a leadership conference for the RMQHIA Board of Directors and fun and fundraisers throughout the year. At the end of the year is the RMQHA Awards Banquet and Annual Convention where prizes are awarded to all of the high point earners.

FALL CLASSIC HORSE SHOW & RMQHA FUTURITY

Each September RMQHA hosts the Colorado Owned and Shown Futurities along with four AQHA approved Shows. NSBA classes are also offered at the futurity.

RECREATIONAL PROGRAMS

If you enjoy riding AQHA registered horses on trails or put in the hours and earn rewards, register for the AQHA/RMQHA Trail Ride Program. Call the RMQHA for information about these programs and a schedule of this year's events.

ANNUAL MEMBERSHIP MEETING & YEAR-END AWARDS

Every year the RMQHA Annual Meeting is held in a different location enabling more members to participate. The Annual Convention is tentatively scheduled for late November or early December each year. The Board of Directors, Youth, Race and Show Meetings are all held at this time, with the election of Directors and Officers decided at these meetings. Held in conjunction with the Annual Meeting is the Year-End Awards Banquet where recognition and awards are presented to the High Point earners in each division. At the Annual Convention is also where we recognize those men, women and horses, who deserve a special place of honor for their leadership, outstanding race and show achievements are inducted into the RMQHA Hall of Fame.

RMQHA FOUNDATION

A charitable, separate 501C3 organization, that supports, through scholarships and charitable donations, any educational, charitable and scientific projects of interest that benefit devotees of the American Quarter Horse in the Rocky Mountain Region.

ABOUT RMQHA



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The Demographics of AQHA members in Colorado



Members who are
married



Members who
own their own
home



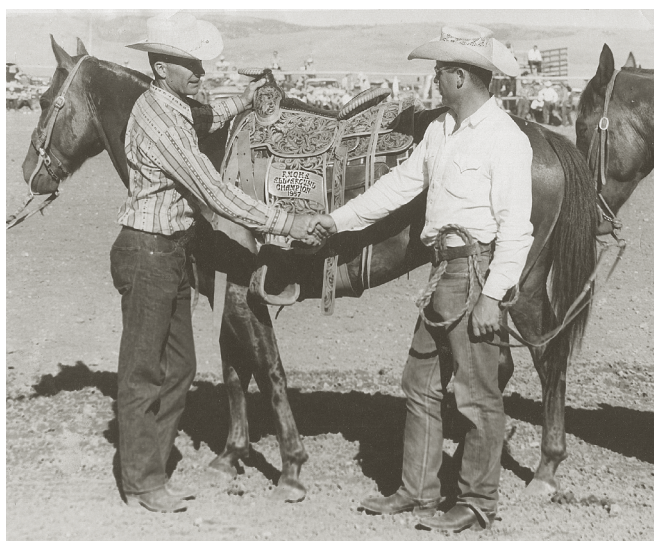
Members who
own acreage

- Average age of members is 49
- 77% of AQHA members are married
- 91% own their own home
- 60% live on acreage
- Average education 15 years
- Household income over \$50,000 is 70%
- Household income over \$125,000 is 15%

Members spend an average of:

- \$915 per year on saddlery and tack
- \$8,439 per year on new vehicles
- \$5,493 per year on feed
- \$678 per year on supplements
- \$3,159 per year on farm equipment
- \$800 per year on (horse-related) clothing
- \$1,518 per year on (horse-related) motel/food
- \$4,856 per year on other horse-related activities

AQHA has recently honored *The Rocky Mountain Quarter Horse* with two awards. The magazine received the Sprint Award for the Best Affiliate Newsletter from the AQHA Racing Council. The Sprint Awards recognize outstanding journalism and artistry of the professionals who portray America's Horse as well as the successful promotion of American Quarter Horse racing by racetracks, state or provincial racing associations and other organizations. The Rocky Mountain Quarter Horse also received the Steel Dust Award for Best Affiliate Newsletter. The Steel Dust Awards recognize media professionals for the outstanding coverage of American Quarter Horse activities.



1957 RMQHA All-Around Saddle winner Bill Coy (left) is congratulated by Shoat Webster (right).

Photo courtesy Coy family.



RMQHA MAGAZINE

MAGAZINE RMQHA

The Rocky Mountain Quarter Horse is our association publication that has been published continuously since March 1964. It is printed on glossy stock (8 1/2" x 11" in size) and ranges from 48 to over 100 pages. Articles cover RMQHA Youth, Amateur, Show, Race and Recreational Division regional events and news. Features and columns highlight horse care, health, tack, training, breeding, stallions, mares, foals, trail riding, ranch horse versatility, reining, ranching, trailering, showing and cattle work. Full-page, Half-page and Quarter page full-color ads as well as directory listings are available. In addition to being sent to subscribers, the magazine is available at the AQHA World Shows, AQHA Convention, and at the RMQHA/AQHA booth at the National Western Stock Show and Rocky Mountain Horse Expo.





RMQHA SPONSORSHIP

Celebrating over 70 years, we are looking forward to the future of promoting the sport of horsemanship and fostering the growth of a non-profit organization that donates to college scholarships, provides equine educational opportunities throughout the state of Colorado and the Rocky Mountain region, and brings additional economic growth to the business community.

Your valuable support is helping to create a path for the next generation of equestrians, horse lovers and their supporters here in Colorado and across the region

DIAMOND SPONSOR - \$20,000 - BENEFITS

- Presenting sponsor at RMQHA events
- Youth Scholarship sponsor of 4 \$1000 scholarships presented.
- Opportunity to submit an article for THE ROCKY MOUNTAIN QUARTER HORSE magazine. Topic: Related to the American Quarter Horse; may include information about your company, but must offer scientific info, advice, how-to instruction, or similar. (Subject to review by RMQHA Media & Marketing Committee.)
- Prominent use of your logo on most RMQHA communications: e-blasts, magazine, & collateral materials.
- Use of RMQHA logo on your materials
- Prominent signage and recognition at RMQHA events, RMQHA-owned horse shows and at the RMQHA booth
- First opportunity to be a Selected Sponsor or co-sponsor Selected Items (please see list below).
- Two class sponsorships at each RMQHA-owned horse show (7 shows spread throughout the year) copy provided for RMQHA magazine
- Four full-page color ads per year (minimum, negotiable) copy provided for RMQHA magazine; 10-time rate on other ads. 5 extra magazines per month
- Gratis booth space with premium location at RMQHA-owned horse shows and at the RMQHA Convention
- Ten complimentary passes to Day at the Races and to the RMQHA Annual Convention
- Four-time use: RMQHA mailing list, or Four-time e-blast. Sponsor provides materials/postage; RMQHA does mailing and emailing.

DIAMOND

PLATINUM SPONSOR - \$10,000 - BENEFITS

- Opportunity to submit an article for THE ROCKY MOUNTAIN QUARTER HORSE magazine. Topic: Related to the American Quarter Horse; may include information about your company, but must offer scientific info, advice, how-to instruction, or similar. (Subject to review by RMQHA Media & Marketing Committee.)
- Prominent use of your logo on most RMQHA communications: e-blasts, magazine, & collateral materials.
- Use of RMQHA logo on your materials
- Prominent signage and recognition at RMQHA events, RMQHA-owned horse shows and at the RMQHA booth
- First opportunity to be a Selected Sponsor or co-sponsor Selected Items (please see list below).
- Two class sponsorships at each RMQHA-owned horse show (7 shows spread throughout the year)
- Two full-page color ads per year (minimum, negotiable); 10-time rate on other ads. 5 extra magazines per month
- Gratis booth space with premium location at RMQHA-owned horse shows and at the RMQHA Convention
- Eight complimentary passes to Day at the Races and to the RMQHA Annual Convention
- Three-time use: RMQHA mailing list, or Three-time e-blast. Sponsor provides materials/postage; RMQHA does mailing and emailing.

PLATINUM

RMQHA



RMQHA SPONSORSHIP

CORPORATE SPONSORSHIP

GOLD SPONSOR - \$7,500 - BENEFITS:

- Opportunity to submit an article for THE ROCKY MOUNTAIN QUARTER HORSE magazine. Topic: Related to the American Quarter Horse; may include information about your company, but must offer scientific info, advice, how-to instruction, or similar. (Subject to review by RMQHA Media & Marketing Committee.)
- Prominent use of your logo on most RMQHA communications: e-blasts, magazine, & collateral materials.
- Use of RMQHA logo on your materials
- Prominent signage and recognition at RMQHA events, RMQHA-owned horse shows and at the RMQHA booth
- First opportunity to be a Selected Sponsor or co-sponsor Selected Items (please see list below).
- Two class sponsorships at each RMQHA-owned horse show (7 shows spread throughout the year)
- Six half-page color ads per year (minimum, negotiable); 10-time rate on other ads. 5 extra magazines per month
- Running Banner Advertisement on RMQHA website.
- Gratis booth space with premium location at RMQHA-owned horse shows and at the RMQHA Convention
- Six complimentary passes to Day at the Races and to the RMQHA Annual Convention
- Two-time use: RMQHA mailing list, or two-time e-blast. Sponsor provides materials/postage; RMQHA does mailing and emailing.

GOLD

SILVER SPONSOR - \$5,000 - BENEFITS:

- Opportunity to submit an article for THE ROCKY MOUNTAIN QUARTER HORSE magazine. Topic: Related to the American Quarter Horse; may include information about your company, but must offer scientific info, advice, how-to instruction, or similar. (Subject to review by RMQHA Media & Marketing Committee.)
- Prominent use of your logo on most RMQHA communications: e-blasts, magazine, & collateral materials.
- Use of RMQHA logo on your materials
- Prominent signage and recognition at RMQHA events, RMQHA-owned horse shows and at the RMQHA booth
- First opportunity to be a Selected Sponsor or co-sponsor Selected Items (please see list below).
- Two class sponsorships at each RMQHA-owned horse show (7 shows spread throughout the year)
- Four half-page color ads per year (minimum, negotiable); 10-time rate on other ads. 5 extra magazines per month
- Running Banner Advertisement on RMQHA website.
- Gratis booth space with premium location at RMQHA-owned horse shows and at the RMQHA Convention
- Four complimentary passes to Day at the Races and to the RMQHA Annual Convention
- Two-time use: RMQHA mailing list, or two-time e-blast. Sponsor provides materials/postage; RMQHA does mailing and emailing.

SILVER

RMQHA



RMQHA SPONSORSHIP

CORPORATE SPONSORSHIP

BRONZE SPONSOR - \$2,500 - BENEFITS:

- Use of your logo on most RMQHA communications, e-blasts, magazine, and collateral materials
- Use of RMQHA logo on your materials
- Signage and recognition at RMQHA events and RMQHA-owned horse shows.
- Second opportunity - after Golds - to be a Selected Sponsor or co-sponsor on events (please see below)
- One class sponsorship at each RMQHA-owned horse show (7 shows)
- Four quarter-page color ads per year; 10-time rate on other ads. Three extra magazines per month.
- Running Banner Advertisement on RMQHA website.
- Gratis booth space at RMQHA-owned horse shows and the RMQHA Convention.
- Two complimentary passes to Day at the Races and to the RMQHA Annual Convention.
- One-time use of RMQHA mailing list, one e-blast. Sponsor provides materials & postage; RMQHA office does mailing or emailing.

BRONZE

SPUR SPONSOR III - \$1,000 - BENEFITS:

- Name listed as a sponsor in publications and collateral materials.
- Business card-sized ad in magazine each month for 10 months
- One other benefit, to be discussed as part of customization.

SPUR SPONSOR II - \$500 - BENEFITS

- Sponsor name listed on sponsor page of website
- Sponsor name listed in RMQHA magazine
- Included in show announcements recognizing sponsors

SPUR SPONSOR I - \$100 - BENEFITS

- Sponsor name listed on sponsor page of website
- Sponsor name listed in premium book

SPUR

**These sponsorships cover the SUGGESTED
STANDARD OPPORTUNITIES.**

**However, CUSTOMIZED SPONSORSHIPS
ARE AVAILABLE pending discussion.**

RMQHA



WEBSITE & SOCIAL MEDIA RMQHA

- Over 2 million hits on www.RMQHA.com

Social Media

- Over 1,600 followers and 100,000 likes on the RMQHA Facebook page.





RMQHA SPONSORSHIP

CORPORATE PARTNERS



Courtyard by Marriott
Denver Stapleton
CSU Equine Sciences
Equine Oasis
Greeley Hat Works
Littleton Equine Medical Center
Local Motion Services
Northwest Insurance - Rob Young
Transwest Truck & Trailers

RMQHA

ROCKY MOUNTAIN QUARTER
HORSE ASSOCIATION

Join us as we continue to support and promote the
Quarter Horse and our members in the Rocky Mountain region!

Please Contact Jodie Witt

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