



Southeastern Reined Cow Horse Association Sponsorship Packet

Introduction:

Thank you for considering a sponsorship with the Southeastern Reined Cow Horse Association (SERCHA). The SERCHA is dedicated to promoting and preserving the sport of reined cow horse in the southeastern United States. Your support as a sponsor is essential to the success of our events, the growth of the sport, and the future for the next generation of competitors.

Why Sponsor SERCHA?

- **Exposure:** SERCHA events attract a diverse audience, including competitors, spectators, and enthusiasts from NC, SC, GA, FL, TN, AL, MS, and surrounding states, providing excellent exposure for your brand.
- **Community Involvement:** Demonstrate your commitment to supporting local equestrian sports and the broader community.
- **Marketing Opportunities:** Gain access to promotional opportunities through our various marketing channels, including social media, website, and event materials.
- **Networking:** Connect with fellow sponsors, competitors, and horse enthusiasts within the reined cow horse community.
- **Tax Benefits:** SERCHA is a registered non-profit organization, making your sponsorship contribution potentially tax-deductible.

Sponsorship Levels:

Choose from the following sponsorship levels to support SERCHA:

Annual Sponsorships

1. **Platinum Sponsor - \$1,000+**
 - Banner display at entry to the competition arena at SERCHA events
 - Announcement of sponsor throughout events
 - Prominent Logo on Sponsor Page of SERCHA website and Facebook page.
2. **Gold Sponsor - \$750+**
 - Banner display on the exterior of competition arena at SERCHA events
 - Announcement of sponsor throughout events
 - Logo on Sponsor Page of SERCHA website and Facebook page.
3. **Silver Sponsor - \$500+**
 - Announcement of sponsor throughout events
 - Logo on Sponsor Page of SERCHA website and Facebook page.
4. **Bronze Sponsor - \$250+**
 - Logo on Sponsor Page of SERCHA website and Facebook page.

Event Sponsorships

The Southeastern Reined Cow Horse Association is scheduled to provide three (3) larger NRCHA approved Special Events a year – one in the Spring, Summer, & Fall.

- Named Event Sponsor - \$8,500 (3 available)
 - Listed and promoted as event Title Sponsor
 - Arena Banner (provided by SERCHA)
 - Social media posts, featured website listing, and Eblast coverage
 - Five-minute speaking time on announcer mic during the show
 - Announcer recognition throughout show
 - Option to Present awards with photo
 - VIP seating and hospitality at select events
- Derby Sponsor - \$3,500 (3 available)
 - Listed and promoted as event Title Sponsor
 - Arena Banner (provided by SERCHA)
 - Social media posts, featured website listing, and Eblast coverage
 - Announcer recognition throughout show
 - Option to Present Derby awards with photo
- Fall Futurity Sponsor - \$5,000 (1 available)
 - Listed and promoted as event Title Sponsor
 - Arena Banner (provided by SERCHA)
 - Social media posts, featured website listing, and Eblast coverage
 - Announcer recognition throughout show
 - Option to Present Futurity awards with photo
- Non-Pro Class Sponsor – min. \$500 (multiple)
 - Listed and recognized as event Class Sponsor
 - One Arena Banner (provided by sponsor)
 - Social media posts, featured website listing, and Eblast coverage
 - Announcer recognition at show
- Youth Class Sponsor – \$500+ (multiple)
 - Listed and recognized as event Class Sponsor
 - One Arena Banner (provided by sponsor)
 - Social media posts, featured website listing, and Eblast coverage
 - Announcer recognition at show
- Award Sponsor - \$100 (multiple)
 - Listed and promoted as event Awards Sponsor
 - Announcer recognition at show

Contact Information:

- **Name of Sponsor/Company:** _____
- **Contact Person:** _____
- **Phone:** _____
- **Email:** _____
- **Address:** _____

Sponsorship Details:

- Sponsorship Level: _____
- Amount: \$ _____
- Payment Method: [] Check [] Credit Card [] Other (Specify) _____

Additional Sponsorship Opportunities:

- Youth Program Support _____
- In-Kind Contributions (Specify) _____

Contact Us:

For inquiries or to submit your sponsorship commitment, please contact:
The Southeastern Reined Cow Horse Association at **southeastcowhorse@gmail.com**

Thank you for your support and partnership with the Southeastern Reined Cow Horse Association!



<https://www.southeasternrcha.com>