



THE PROGRAM

The Arabian Horse Youth Association hosts annual activities designed to help youth members expand leadership experience, build team work skills, gain knowledge of the equine industry, and develop essential life skills. Active AHYA members become successful professionals in a range of industries, from business to medicine to law. Further, they become leaders of not only the Arabian breed, but of the equine industry as a whole, acting as owners, trainers, breeders, and more.

ABOUT AHA - DEMOGRAPHICS

- 18,500+ AHA members / US and Canada
- **76% buy products and services that Sponsor equestrian events**
- 84,000 Owners
- Median Age – 48
- Median Income - \$90,000
- 24% own two or more homes
- 22% have a net worth greater than \$1M

YOUTH NATIONAL CHAMPIONSHIP HORSE SHOW

Youth Nationals attracts exhibitors from numerous disciplines in the Arabian Industry. Classes range from performance and halter classes, to reining and trail, and showcase our youth exhibitors. Arabians and Half-Arabians, described as “the most versatile breed,” are showcased in the many events for spectators from all over the country.

YOUTH NATIONAL CHAMPIONSHIP HORSE SHOW

- 7 Days of Competition
- 700+ Qualified Horses
- 600 Exhibitors
- 160+ National Champions
- 27 Years of Competition
- \$5M Local Economic Impact

EXPOSURE

Sponsors may receive year round exposure and benefits to include website advertisements, social media advertisements and promotion through the Arabian Horse Association, and email blasts. Surrounding the events, sponsors may receive promotion through press releases, radio announcements, and PA announcements at the event.

SOCIAL MEDIA

Arabian Horse Association



102K likes



12.1K followers



PRODUCT SPONSORSHIP ~ In-Kind Sponsor

- Sponsor recognition on event signage
- Recognition in event program
- Potential for half page ad in event program

AWARD SPONSOR ~ \$100

- Recognition as award sponsor during specific event

QUALIFIER SPONSOR ~ \$250

- Recognition on 1,000 Qualifier T-shirts (for YNL) – handed out at Youth Nationals
- Recognition in Weekly Newsletter reaching 1,200+
- Recognition in event program

BRONZE SPONSOR ~ \$500

- Qualifier level benefits
- ¼ page ad in event program
- Email blast

SILVER SPONSOR ~ \$1000

- Top Ten level benefits
- AHYA activity sponsor, name attached to one AHYA activity
- Banner displayed on show grounds (provided by sponsor)
- Sponsor logo posted on youth portion of website

GOLD SPONSOR ~ \$2,500

- Silver level benefits
- One page ad in all exhibitor packets
- Full page ad in event program
- Arena Sign
- 2 Email Blasts

PLATINUM SPONSOR ~ 5,000 (exclusivity)

- Gold level benefits
- Event Headline Sponsor
- Name and logo on all printed and marketing material for event

Possible Events and Activities with Sponsorship Opportunities:

July 20-27 – **Youth Nationals**, *Oklahoma City, OK*

October 24-26 – **Arabian Horse Hippology Contest**, *Tulsa, OK*

October 25-26 – **Arabian Horse Judging Contest**, *Tulsa, OK*

October 25 – Youth Raffle Item Winner Drawing – tickets sold all year

November 13-16 – **AHYA Silent Auction**, *Tulsa, OK*

All Year with Year End Awards – **Regional Youth Team Tournament**