



SM

ARABIAN
HORSE ASSOCIATION

2026 Sponsorship Opportunities

DEMOGRAPHICS



AHA DEMOGRAPHICS



Members
14,000+



Total horses
registered
1,100,000+
since inception



Total economic
impact
\$69,200,000+
across all shows



Total Prize
Money offered
\$1,400,000+
Annually

GENERAL EQUESTRIAN DEMOGRAPHICS

The horse industry **contributes approximately \$177 billion in economic impacts** to the U.S. economy on an annual basis

\$37.3 billion is accumulated **from showing**

Approximately **28% of horse owners** have an annual **household income of over \$100,000**

41% of the Equine industry is represented by horse owners **between the ages of 45-59**

30 average nights per year are **spent in a hotel** by exhibitors

Exhibitors compete at least 6 times per year

Exhibitors own an average of 6 vehicles

80% of exhibitors make or **directly influence purchasing decisions at work**

Source: The American Horse Council and The United States Equestrian Federation

AHA'S REACH





Website views
14,000+ unique visitors
33,000 sessions per month



Live Feed Views
400,000+
total views across all shows



Eblast Subscribers
90,000+



Social Media Followers
175,000+
Across all platforms

OUR PARTNERS





Arabian Horse Times



ARABIAN HORSE WORLD®



CORPORATE PARTNERS

Packages start at \$15,000

OUR SPONSORS





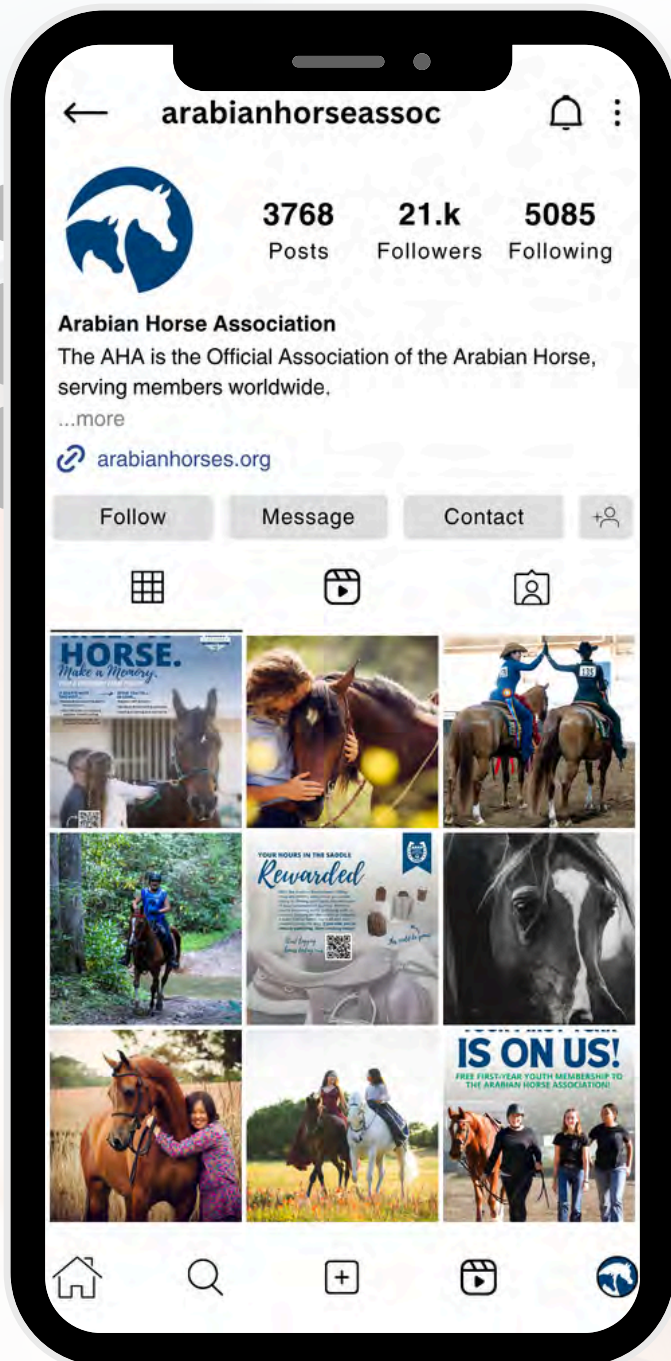
FRIERSON'S
Custom Tailored Riding Apparel



CORPORATE SPONSORS

Packages start at \$7,500

SOCIAL MEDIA



SOCIAL MEDIA KIT

Bio: *As a full-service non-profit breed association, AHA seeks to meet the breeding, competitive and recreational interests of all Arabian horse owners. We offer over 344 events and competitions and have the largest online marketplace, bringing enthusiasts together to share the joys of Arabian horse ownership. We administer approximately \$1 million in annual prize money, produce national events, maintain official event records, and provide activities and programs that promote breeding and ownership.*

Facebook Followers: 123k

Instagram Followers: 12K

Tik Tok Followers: 34K

YouTube Subscribers: 4.5K

Social Media Audience Demographics:

Women: 65%

Men: 35%

Work With Us!

Stand Alone: \$50

Package of 4: \$150

Package of 6: \$250

Custom package options available upon request

Specs

High-Res JPEG/PNG format

1080 x 1350 px

Provide caption and link

EMAIL BLASTS

BE PART OF THE MOMENT.

Partner with the Arabian Horse Association.



**YOUR BRAND. OUR COMMUNITY.
ONE POWERFUL PARTNERSHIP.**

Connect your brand with the people who live, love and celebrate the Arabian horse. From national championships to youth programs and beyond, AHA sponsorship puts your business in front of a passionate and engaged community.

Interested in Competition?

Explore local, regional, and national opportunities across more than 20 disciplines.

Own an Arabian Horse?

Connect with resources, educational programs, local clubs, events, and a network of fellow owners.

Raising the Next Generation?

Youth programs, scholarships, leadership opportunities, competitions, and lifelong friendships start here.

Love to Ride?

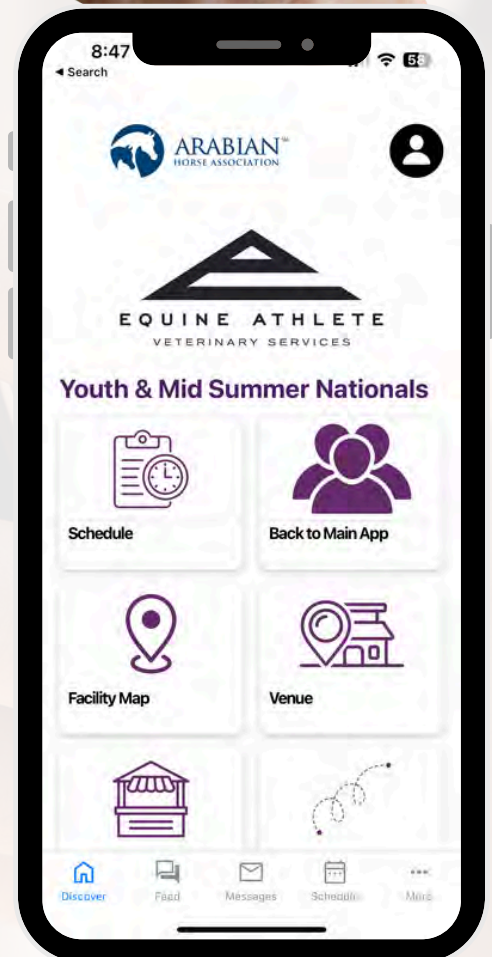
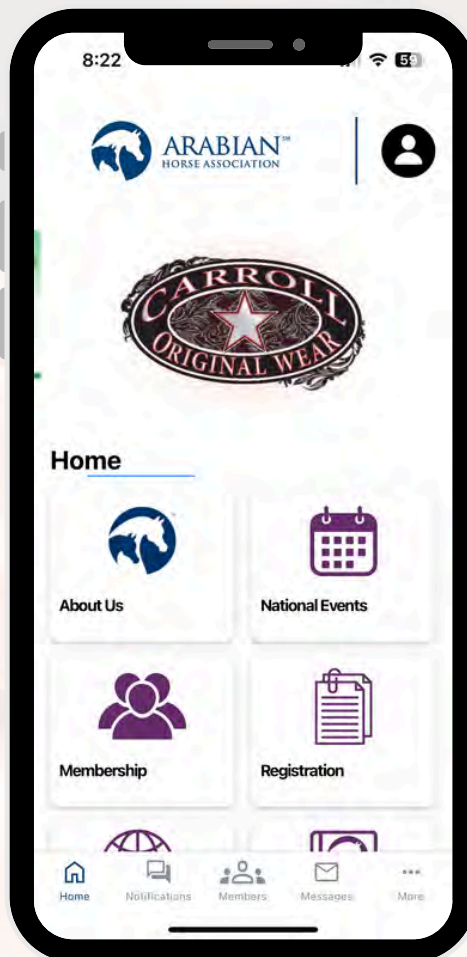
From dress riding and ranch riding to dressage and endurance, Arabian horses excel in a wide variety of disciplines.

MOBILE APP

Mobile App Web Banners:

190px x 335px

\$500



Email Subscribers - 10,000+

Open Rate - 11%

Work With Us!

Stand Alone: \$250

Package of 4: \$500

Package of 6: \$1000

Custom package options available upon request

Specs

- High-Res PDF/JPEG/PNG format
- At least 600px wide, length may vary
- Avoid links on the same line
- Provide Subject Line and link

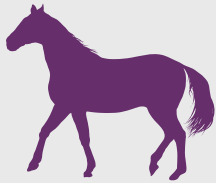
NATIONAL EVENTS



YOUTH & MID SUMMER



YOUTH & MID SUMMER



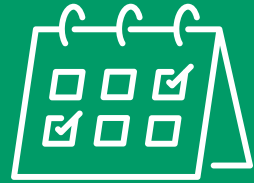
Entered
Horses

820+



Exhibitors

2,850

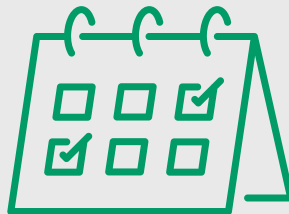


Days of
Competition
9 days



Total economic
impact

\$18,500,000+
across all shows



Years of
Continual
Competition

34 Years



National
Championships

328
Awarded

Sponsorship Opportunities

Premium Sponsorships

Gold - \$5000

Silver - \$3000

Bronze - \$1500

Jacket/Buckle Class Sponsorship - \$300

Garland Sponsorships

Full Class - \$200

Champion - \$135

Reserve Champion - \$65

Additional Sponsorships

Farm Flag - \$750

Arena Sign - \$600

Jumbotron/Live Feed Ad (60 seconds) - \$500

Custom Sponsorship - build a package, and we will let you know the price point. This can include product donation, special events, monetary, scholarships/payouts, etc.

Youth Programs Sponsorships

Youth Qualifier T-Shirt - \$250

Event Sponsorship - \$500

AHYA Convention - \$1,000

Activity Room - \$2,000

Custom Sponsorship - build a package and we will let you know the price point. This can include product donation, special events, monetary donations, scholarships/payouts, etc.

SPORT HORSE



ARABIAN & HALF-ARABIAN
SPORT HORSE
NATIONALS





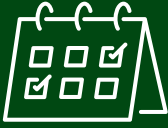
Entered
Horses

500+

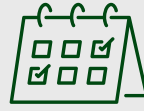


Exhibitors

1,800



Days of
Competition
7 days



Years of
Continual
Competition
24 Years



National
Championships

147
Awarded



Total economic
impact

\$12,500,000+
across all shows

Sponsorship Opportunities

Class Sponsorship - \$300

Arena Sign - \$200

Welcome Bag Sponsor - \$1000

Dressage Awards Happy Hour (5 Needed) - \$300

DPI Jog Party (wine & cheese) - \$2000

Garland Sponsor

Full Class - \$200

Champion - \$135

Reserve Champion - \$65

Class Garlands - \$150

Class Champion Garland - \$115

Class Reserve Champion Garland - \$60

Custom Sponsorship - build a package and we will let you know the price point. This can include product donation, special events, monetary, scholarships/payouts, etc.

DISTANCE NATIONALS



DISTANCE NATIONALS



Entered
Horses

130+



Exhibitors

150



Total Rides
Offered

28



Days of
Competition

3 days



Partnered
Breeds

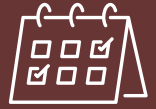
6



National Breed
Championships

6

Awarded



Years of
Continual
Competition

16 Years

Sponsorship Opportunities

Platinum - \$750

Gold - \$500

Vet Check - \$250

Welcome Bag (6 Needed) - \$250

Pinnie (2 Needed) - \$350

Start/Finish Banner - (8 Total Needed for 2 banners) \$200

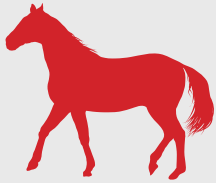
Championship & Open Ride Award Sponsorships ranging from \$50 to \$300

Custom Sponsorship- build a package and we will let you know the price point. This can include product donation, special events, monetary, scholarships/payouts, etc.

U.S. NATIONALS



U.S. NATIONALS



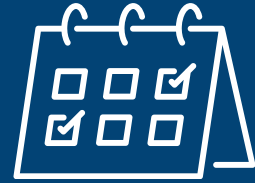
Entered
Horses

1700+



Exhibitors

5,200 +



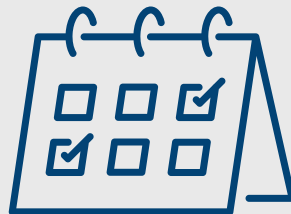
Days of
Competition

10 days



Total economic
impact

\$28,000,000+
across all shows



Years of
Continual
Competition

60 Years



National
Championships

350
Awarded

Sponsorship Opportunities

Premium Sponsorships

Platinum - \$7500

Gold - \$5000

Silver - \$2500

Garland Sponsorships

Full Class - \$200

Champion - \$135

Reserve Champion - \$65

Additional Sponsorships

Arena Sign - \$750

Farm Flag - \$750

Jumbotron/Live Feed Ad (60 second) - \$700

Class Sponsorship - \$300

Happy Hour - \$1,500 (multiple Opportunities)

Custom Sponsorship - build a package, and we will let you know the price point. This can include product donation, special events, monetary donations, scholarships/payouts, etc.

Youth Activity U.S. Judging/Hippology

Buckle - \$100

Scholarship - \$250

Bronze - \$500

Silver - \$1,000

Gold - \$2,500

Auction Sponsorship - monetary or product donation: all proceeds go to supporting our Youth

Judging/Hippology Awards Breakfast - \$2000

ANNUAL CONVENTION



INSPIRE

Arabian Horse Association 2026 Convention ♦ Little Rock, AR

Sponsorship Opportunities

Awards Banquet Sponsor- \$5,000

Coffee Break Sponsor- \$2,500

Convention Gift Sponsor- \$1,500

Convention Pin Sponsor- \$500

Convention Supporter- \$100

Custom Sponsorship - build a package and we will let you know the price point. This can include product donation, special events, monetary, scholarships/payouts, etc.



To join our team, please contact the Arabian Horse Association at NationalEvents@arabianhorses.org