



U.S. NATIONAL

ARABIAN & HALF-ARABIAN CHAMPIONSHIP HORSE SHOW
OCTOBER 18-26, 2019 • EXPO SQUARE • TULSA, OK



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About the Association:

The Arabian Horse Association (AHA) provides an association of like-minded Arabian horse enthusiasts and a focal point for your favorite recreational or competitive activities. AHA is the official breed association and registry in the U.S. with 23,000+ members who own Arabian, Half-Arabian and Anglo-Arabian horses.

About the Show:

Since its inception in 1966, the U.S. Nationals Arabian and Half-Arabian Championship Horse Show has established itself as the premier event for Arabian and Half-Arabian Horses.

The Competition:

This 9-day horse show attracts the "best of the best" every year. This is the only Arabian show in which exhibitors, horses and professionals leave the show with the title of U.S. National Champion in almost 200 classes. U.S. Nationals attracts owners from 49 states, every Canadian province, and countries abroad. Additionally, U.S. Nationals is available to viewers via web streaming internationally.

The Event:

U.S. Nationals attracts exhibitors from numerous disciplines in the Arabian Industry. Classes range from performance and halter classes to reining, cutting and trail. Arabians and Half-Arabians, described as "the most versatile breed", are showcased in the many events they excel in for spectators from all over the world.

Sponsors:

Sponsors have the opportunity to align themselves with the most prestigious Arabian Horse Show in the United States. Advertisements will reach to owners, trainers, exhibitors and spectators internationally both at the show and through web streaming.

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 event, sponsors may receive promotion through press releases, radio announcements, PA announcements at the Expo Square, and advertisements on the Jumbotron in Ford Truck Arena.



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STATISTICS AND DESCRIPTIONS

Active Members	18,500	9	Days of Competition
Registered Arabian, Half-Arabian & Anglo-Arabian horses registered since inception	1,100,000	1,800	Number of Exhibitors
Regional & Local Shows/Rides	550	1,750	Qualified Horses
Annual Prize Money Offered	\$3,000,000	180	National Championships
Website Visits per month	350,000	50	Years of Continual Competition
		\$18,137,700	Local Economic Impact
		55,000+	Web Streaming Unique Viewers

CONTACT:

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GENERAL EQUESTRIAN DEMOGRAPHICS:

The horse industry contributes approximately **\$102 billion** in economic impacts to the U.S. economy on an annual basis

\$28 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

**Information provided by
The American Horse Council and
The United States Equestrian Federation*



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PLATINUM SPONSORSHIPS ~ \$7500

- (3) Class Sponsorships
- Opportunity to Present Awards in Ford Truck Arena
- Arena Sign in Ford Truck Arena
- Premium location opposite videographers for maximum viewing
- (2) VIP Parking Passes for Expo Square for the entire event
- (4) VIP Meal Tickets to Patron's Lounge on Finals Nights (October 27th and 28th)
- 2-Page Program Advertisement
- 1 Minute Advertisement/Commercial on Jumbotron in Ford Truck Arena to be played through duration of show
- PA Announcement (limited to 60 words)
- Website Banner Advertisement on U.S. Nationals Show homepage at www.arabianhorses.org
- Road to Glory Sign between Ford Truck Arena and Mustang Arena
- Email Blast Reaching 19,000+
- Social Media Promotion Reaching 100,000+ on Facebook, 16,000+ on Twitter, and 9000+ on Instagram



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GOLD SPONSORSHIPS ~ \$5000

- (2) Class Sponsorships
- Arena Sign in Ford Truck Arena
- Premium location opposite videographers for maximum viewing
- (2) VIP Parking Passes for Expo Square for the entire event
- (4) VIP Meal Tickets to Patron's Lounge on Finals Nights (October 30th and 31st)
- 1-Page Program Advertisement
- PA Announcement (limited to 60 words)
- Website Banner Advertisement on U.S. Nationals Show homepage at www.arabianhorses.org
- Email Blast Reaching 19,000+
- Social Media Promotion Reaching 100,000+ on Facebook, 16,000+ on Twitter, and 9000+ on Instagram



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SILVER LEVEL SPONSORSHIP ~ \$2500

- (1) Class Sponsorships
- Arena Sign in Ford Truck Arena (non-premium side of arena)
- Half-Page Program Advertisement
- PA Announcement (limited to 40 words)
- Email Blast Reaching 19,000+
- Social Media Promotion Reaching 78,000+ on Facebook, 13,000+ on Twitter, and 400+ on Instagram

INDIVIDUAL SPONSORSHIP OPPORTUNITIES:

- Ford Arena Photo Backdrop Sponsor ~ \$10,000
- Exhibitors Party Sponsor ~ \$5,000
- Exhibitors Packet Sponsor ~ \$1000

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