



Michael Yapple
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Dear Sponsor:

I would like to introduce you to the Central New York Reining Horse Association (CNYRHA).

We are a not for profit association, which was started in 2001 by a small group of individuals with a dream, and an astounding love for horses, Reining horses that is. Over the last few years, our Association has grown not only in membership (>200), but also in the number and quality of our horse shows, which pull Reiners from all over the Northeast, East coast the Mid-west and Canada.

CNYRHA is an affiliate of the National Reining Horse Association, which is a global organization, promoting our industry, and issues the rules and guidelines by which CNYRHA is governed. Reining increased it's prominence and attention worldwide, when recognized by the governing body of international equine competition, the Federation Equestre Internationale, and the United States Equestrian Federation. In September 2002, Reining was accepted as a full medal sport at the World Equestrian Games in Jerez, Spain where **Team USA** won the **GOLD**, as well as American Shawn Flarida bringing home the **individual Gold**. And then again in 2006 TEAM USA won GOLD in Aachen Germany bringing our exciting sport to a sold out stadium, a crowd with enthusiasm of which even seasoned Olympic competitors had not seen before. 2010 saw the World Equestrian games come to our home country USA for the first time ever in the history of the World Equestrian Games. And once again the USA Team did not let us down, in fact the USA Reining Team was the **ONLY** USA team to bring home a gold medal! Our riders Tom McCutcheon and Craig Schmiersal also brought home the individual gold and silver medals respectively. Then once again last year in 2014 Team USA won not only the Team Gold but the Gold, Silver and Bronze in the Individual Competition. The sport of Reining has certainly made a mark in the Equestrian world!

A new year dawns and our association is preparing to launch into 2017 with aggressive goals and achievements!

We have once again scheduled 6 NRHA Reining events this year, a two day show in April at the Morrisville College Arena, a 3 day show in May at the NYS Fairground's Coliseum, a two day show in August at the Morrisville College Arena and a 3 day show in October back at the NYS Fairgrounds.

This year we are again holding two exciting events at our May show, we will be holding a Derby for 4,5 and 6 year old horses, and the exciting \$1000 added Lewis Holmes Memorial Open class.

This year we will once again hold an NRHA sanctioned Futurity for three year old horses. This will be held in October during our three day NRHA. This futurity will be a premier place for riders to show off and prepare the next generation of equine athletes.

To achieve our targets, and the continued growth of our Association, we invite you to participate in CNYRHA goals, to promote the great sport of Reining in the Northeast with your support by sponsoring a class(s) - or part of a class - at one or more of our scheduled events.

We have included a sponsorship package for your consideration with this letter.

A point of much interest to our sponsors is our Economic Impact on Central New York. Our 2016 Fall show had a positive impact of **\$4.5 million**, and your support will help us achieve even greater success this year.

If you have any questions, please contact Scott Loomis at 315- 212-1696

Your support and participation in 2017 is greatly appreciated and will make our show year the best ever.

The Sponsorship committee thanks you for your time and assistance.

Sincerely,

Scott Loomis, Chairman of Sponsorships
Mike Yapple CNYRHA President

Not for Profit Organization

Sponsorship Levels:

Monetary sponsorship of \$4000 OR MORE

- Logos recognition included in NRHA Reiner Magazine- World wide
- Four Banners in arena
- Two banners in warm up arena
- 2 full page Ads in Show program
- Signage in Win Pictures
- Free Web link and full web page ad on CNYRHA web site
- Free Vendor area at show (unlimited size) or up to 5 complimentary stalls if applicable
- Free camper
- Advertizing flyers/materials included in entry packets
- Unlimited PA's at event sponsored

Monetary Sponsor-or product in kind

\$1000 or more

- Full page Ad in Show Program
- 2 Banners in Show Arena
- 2 Banner in Warm Up arena
- Signage in Win Picture
- Free Web Link
- Free Vendor Area up to 1000 sq ft or two free horse stalls if applicable (any size over will be charged at current vendor rate)
- 6 PA's at show
- Advertising flyers/materials included in entry packets

\$500

- Half page ad in Show Program
- 2 Banners in Arena
- 1 Banner in warm up arena
- Signage in Win pictures
- Free Web Link
- Free Vendor Area up to 500 sq ft or 1 free horse stall if applicable (any size over will be charged at current vendor rate)
- 4 PA's at show
- Advertising flyers/materials included in entry packets

\$300

- Quarter page ad in Show Program – 1 Banner in Arena
- 1 Banner in warm up arena
- Free Web link
- Free Vendor Area up to 250 sq ft or 1 free horse stall if applicable (any size over will be charged at current vendor rate)
- 3 PA's at show
- Advertising flyers/ materials in coffee room

\$250

- Buisness card size ad in Show Program
- 1 banner in Arena
- Free Web Link
- Free Vendor area 10x10 size (any size over will be charged at current vendor rate) or 1 free horse stall if applicable

\$200

- Buisness card size ad in Show Program
- Free Web Link
- 1 banner in warm up arena
- Vendor area in barn

\$100

- Name listed in program
- Free Web Link
- 1 banner in Warm up arena