



## **WHY SPONSOR?**

### **A LONGSTANDING CLUB**

With over 30 years in existence, the Sydney Quarter Horse Association has grown from a small initial club to one of the largest active Quarter Horse and western breed clubs in Australia. Disciplines include: ranch riding, western riding, reining, trail, lungeline, showmanship, hunter in hand, hunter under saddle, hunt seat equitation, leadline, western pleasure and horsemanship.

### **AN ACTIVE CLUB**

Our large active memberships include businesses and from our last two shows over 550 entries. We have seven shows in New South Wales, with multiple events scheduled. We are responsible for the premier Quarter Horse show in the state.

### **Tentative 2021-2022 Season Show Calendar**

A Show "Start Up Show"  
**October**

AA Show "Summer Dazzler"  
**November**

A Show "SQHA + SRAC Summer Double Up"  
**December**

AA Show "Summer Dreams"  
**January**

NSW State Quarter Horse Championships  
**March**

A Show  
**April**

A Show  
**July**

### **AN ENGAGING CLUB**

We have over 2,000 members on our social media pages, with a 136% in social media engagement this year alone. We're able to blast our messaging across an engaged and active viewership over Facebook, Instagram and our website.

# **SYDNEY QUARTER HORSE ASSOCIATION SPONSORSHIP PACKAGE 2021-2022**

## **NSW State Quarter Horse Championships Naming Rights Package (1 of 1)**

**Value: \$5,000 including GST**

This is the premier sponsorship available, limited to one each year. This allows your brand, products and services to get consumers who are our competitors to engage with your product by enhancing the fan and competitor experience at the NSW State Show. This gives you a dominant platform to leverage your brand as no one else will have access to this for effective growth of brand awareness. Penetrate a broader market, strengthen your brand awareness and speak directly to active and engaged buyers. Build trust with a wide demographic of competitors including interstate such as Queensland, ACT and Victoria to grow a large brand-aware group of future customers to increase your sales over time as you establish your brand as a premier leading brand in this sport.

### **Includes:**

- The 2022 NSW State Quarter Horse Championships to be advertised with your naming rights “The 2022 (NAME) NSW State Quarter Horse Championships” or “The 2022 NSW State Quarter Horse Championships presented by (NAME)”.
- Full advertising and co-branding across the SQHA website and social media (Facebook and Instagram) for the leadup and week of the championships with linkbacks to your URL.
- Your name, logo and photos on all printed material used in the championships.
- Your name, logo on Championships Competitor Lanyard.
- Kiosk area for your product display at the championships.
- All horse competitor numbers to include your sponsorship name.
- Camping allocation if required for entire championships.
- VIP access to VIP Area with refreshments and meals included for 6.
- VIP Area featuring banners with your name, logo.
- 12 month advertising on all SQHA shows for the 2021-2022 show year.
- Verbal recognition of naming rights sponsorship at all SQHA shows.
- Cooperation for potential media promotion in line with the event.
- Constituent Membership of the SQHA for the 2021-2022 Show Year.

# **SYDNEY QUARTER HORSE ASSOCIATION SPONSORSHIP PACKAGE 2021-2022**

## **Platinum Major Sponsor**

**Value: From \$1,000 including GST**

Includes:

- 2 NSW State Championship High Point trophy prizes (ie silver buckles, spurs or similar high end prize) featuring your name.
- 2 Feature Prize (1 class) (ie silver buckles, rug bag, bridle bag, rugs, halters or similar prize) featuring your name in one of two AA shows.
- Lunch and drinks provided on the day of your sponsored shows.
- Preferential stabling.
- Camping allocation if required.
- Trade/Promotion kiosk for duration of NSW State Show and your sponsored shows.
- Invite to Christmas Party and SQHA AGM Awards Dinner for 2.
- Your name/logo in the NSW State Show and your sponsored shows, as well as SQHA website and social media pages.
- SQHA provided large banner (2000mm x 1000mm banner) displayed at all SQHA shows with your artwork.
- Constituent Membership of the SQHA for the 2021-2022 Show Year.

## **Gold Sponsor**

**Value: From \$600 - \$999 including GST**

Includes:

- 1 NSW State Championship High Point trophy prizes (buckles, spurs or similar high end prize) featuring your name.
- 2 Feature Prize (1 class) (ie rug bag, bridle bag, rugs, halters or similar prize) featuring your name in one of two AA shows.
- Invite to Christmas Party and SQHA AGM Awards Dinner for 2.
- Your name/logo in the NSW State Show and your sponsored shows, as well as SQHA website and social media pages.
- Your medium-sized provided banner displayed at NSW State Show and all SQHA shows.
- Constituent Membership of the SQHA for the 2021-2022 Show Year.

# **SYDNEY QUARTER HORSE ASSOCIATION SPONSORSHIP PACKAGE 2021-2022**

## **Silver Sponsor**

**Value: From \$300 - \$599 including GST**

Includes:

- 2 Feature Prize (1 class) (ie rug bag, bridle bag, rugs, halters or similar prize) featuring your name in one of two AA shows.
- Your name/logo in the NSW State Show and your sponsored shows, as well as SQHA website and social media pages.
- Your small provided banner displayed at NSW State Show and all SQHA shows.
- Invite to Christmas Party and SQHA AGM Awards Dinner for 2.

## **Bronze Sponsor**

**Value: From \$250 - \$299 including GST**

Includes:

- 1 Feature Prize (1 class) (ie rug bag, bridle bag, rugs, halters or similar prize) featuring your name in one of two AA shows.
- Your name/logo in the NSW State Show and your sponsored shows, as well as SQHA website and social media pages.
- Invite to Christmas Party and SQHA AGM Awards Dinner for 2.

## **SYDNEY QUARTER HORSE ASSOCIATION SPONSORSHIP PACKAGE 2021-2022**

On behalf of the Committee and members of the Sydney Quarter Horse Association, I want to thank you for considering sponsoring our club. As we've started to come out of the COVID-19 challenges and uncertainties the past year has given us all, it's more important than ever to come together as a community and provide healthy activities that create friendships, foster education, encourage positive mental health and build the new generation of western breed horse enthusiasts in the Sydney area and beyond.

For over 30 years, the SQHA has been enabling owners of all western breed horses in the greater Sydney region to show their horses at high levels of all aspects of western horsemanship; whether it be western pleasure, trail, hunter under saddle, ranch, reining and halter events. We provide a safe, fun and exciting educational atmosphere that respects the horse and rider and encourages our members to develop a closer bond with their horses. Throughout the 2021-2022 show year, the SQHA will be setting up COVID-safe events ranging from shows, mock shows, camps and ride days for amateur, youth and beyond which culminates at our premier event, the NSW State Quarter Horse Championships held in March.

With our large active membership, your sponsorship helps build your brand's recognition in our community and directly contributes to our not-for-profit association's goals in growing the western horse industry across all western disciplines. Without the generous support and help of sponsors like you, the SQHA wouldn't exist. Your help is crucial and highly valued.

I encourage you to reach out to any of our SQHA Committee members or messaging us at [sponsors@sqha.com.au](mailto:sponsors@sqha.com.au) if you're interested in supporting our club in any manner, and I look forward to speaking with you in the very near future to determine what we can do to help support each other. Thank you for your consideration.

Benjamin Gifford  
President, SQHA

## SYDNEY QUARTER HORSE ASSOCIATION SPONSORSHIP PACKAGE 2021-2022

### SPONSORSHIP APPLICATION

Company Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_

### SPONSORSHIP REQUESTED

NSW State Quarter Horse Championships Naming Rights Package	\$5,000
Platinum Sponsor	From \$1,000
Gold Sponsor	\$600-\$999
Silver Sponsor	\$300-\$599
Bronze Sponsor	\$250-\$299

*Please note: Naming Rights Package, Platinum and Gold Sponsorship also include complimentary one year membership with the SQHA. A member form will be sent on payment of sponsorship package.*

### Sponsorship Payment Method

Direct Deposit

Credit Card

Cheque

Please pay by direct deposit Westpac BSB: 032278 A/C: 714346 A/C Name: SQHA or post to: Treasurer: Cara Gifford, PO Box 700, Moss Vale NSW 2577 with payment.

### Sponsorship Credit Card Payment Details

Name on Card: \_\_\_\_\_  
Card Number: \_\_\_\_\_  
Expiry Date: \_\_\_\_\_  
Total Amount: \_\_\_\_\_  
Signature: \_\_\_\_\_

Return Application To: [sponsors@sqha.com.au](mailto:sponsors@sqha.com.au)