

2025

National Reining Horse Association Sponsorship Opportunities

Corporate, Ranch, and
Show Sponsorships



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PHOTOGRAPHY

Member Demographics

Femme | The average member is female, 48.7 years old, married, and earns her income from the equine industry.

Proprietor | Seventy percent of members own a farm or ranch. The mean value of land, facilities, and equipment used for horses on these farms is \$500,000 - \$1 million.

Educated | Forty-nine percent of members have at least a college bachelor's degree and 17 % have earned a graduate or professional degree.

Dynamic | "Empy Nesters" are the most common family structures, with almost 50% of members saying they have two people in their household and 72% of respondents having no children.

Converts | The average member is most likely to have been involved in showing all-around events and trail riding prior to joining NRHA.

Loyal | Most have been members for 10 years and joined because of their appreciation of the sport of reining.

Dedicated | Most members typically attend and/or participate in one to five NRHA-approved shows per year within 100-500 miles from home.

Affluent | Fifty-five percent of members report having a gross annual income over \$100,000, with the average NRHA member making \$100,000 - \$150,000. A plurality of respondents are C-level executives in their respective businesses with equine being the most popular industry.





Corporate Partner Benefits

NRHA Corporate, Ranch, and Media Partners may expect to receive an array of impressive benefits including show and website advertising, PA and big screen recognition, exclusive access to parties and priority placement in various amenities including stalls, RVs, seating, signage, and more. Continue reading and familiarize yourself with the many sponsorship highlights that NRHA Sponsors enjoy in print and social media outlets, at the NRHA Futurity, Derby, and Affiliate Regional Championships.



NRHA Corporate Partner Benefits

Brand Recognition

- Linked logo on NRHA.com
- Logo displayed at NRHA Headquarters
- Logo on Partner page in NRHA Reiner magazine and in show program and draw sheets
- Signage and videos in arenas at NRHA 6666 Derby presented by Markel and NRHA Futurity & Adequan(R) NAAC
- Live feed videos at NRHA 6666 Derby presented by Markel and NRHA Futurity & Adequan® NAAC

Media

- Full-page, color ads in NRHA Reiner Magazine
- NRHA E-Newsletter
- NRHA Reining Podcast guest opportunities

Additional Benefits

- NRHA Marks indicating official partnership
- Ability to have parties at NRHA 6666 Derby presented by Markel and NRHA Futurity & Adequan® NAAC marketed by NRHA
- Emails sent annually to NRHA's email list
- Utilize NRHA social media, contests, & other forms of marketing

Corporate Partner Exposure at the NRHA Futurity

NRHA Futurity & Adequan® North American Affiliate Championships

This event, held annually in November at State Fair Park in Oklahoma City draws more than 3,000 entries from around the world. In the Futurity, professional riders compete on 3-year-old horses for a guaranteed first-place payout of \$350,000. The total purse and prizes add up to more than \$3.5 million! Along with the NAAC, a full slate of ancillary classes, and three well-attended reining horse sales, this event creates more than \$19 million in economic impact and draws upwards of 120K attendees and virtual spectators worldwide.

Corporate Partners Benefits

- One banner displayed in each competition arena: Coliseum and Adequan®
- 10'x10' vendor space (additional space can be purchased)
- Two 30-second spots to be shown on the big screen and webcast
- Opportunity to participate in award presentations
- Exposure in the event draw sheets
- Opportunity to include promotional material in the exhibitor packets
- Logo and/or name exposure through the events may include: scoreboard, website, webcast, press releases, and more
- Special show amenities: VIP parking, VIP seating, VIP invitation to special show events, and lunch passes



Corporate Partner Exposure at the 6666 NRHA Derby Presented by Markel

The 6666 Derby presented by Markel held in June at State Fair Park in Oklahoma City, showcases the industry's finest reining horses aged 4, 5, 6, and 7 years old. With their riders, they compete for more than \$1.67 million in total added money. In addition to traditional reining events, the Derby offers a wide variety of activities the whole family can enjoy. It draws more than 1,200 entries competing in all classes, creates \$8 million in economic impact, and draws upwards of 50,000 attendees and virtual spectators worldwide!

Corporate Partners Benefits

- One banner displayed in each competition arena: Coliseum and Adequan®
- 10'x10' vendor space (additional space can be purchased)
- Two 30-second spots to be shown on the big screen and webcast
- Opportunity to participate in award presentations
- Exposure in the event draw sheets
- Opportunity to include promotional material in the exhibitor packets
- Logo and/or name exposure through the events may include: scoreboard, website, webcast, press releases, and more
- Special show amenities: VIP parking, VIP seating, VIP invitation to special show events, and lunch passes



Corporate Partner Affiliate Regional Championships Option

NRHA Affiliate Regional Championships

(optional for Corporate Partners)

The NRHA Affiliate Regional Championships (ARCs) are the qualifying rounds for reiners from 10 North American regions hoping to advance to reining's premier grassroots event: the Adequan® North American Affiliate Championships held in conjunction with the NRHA Futurity. At the NRHA North American ARCs, weekend warriors go head to head to be one of ten qualifiers, plus ties, in each division. Qualifiers earn the opportunity to show on a grand stage in Oklahoma City.

Corporate Partners Benefits

- One banner displayed (if available)
- 10'x10' vendor space (if available)
- Name and/or logo included in advertising for ARCs
- Opportunity to participate in award presentations
- Logo and/or name exposure through the events may include: scoreboard, event press releases, and advertising (when available)
- Ad in any program produced at each ARC, if available
- Special show amenities, if available



Partnership Investment



Corporate Partnership

Up to three-year minimum commitment.
Starting investment of \$40,000 annually.

Includes 6666 NRHA Derby presented by Markel, NRHA Futurity & Adequan® NAAC, and Corporate amenities.

Ranch Partnership

Up to three-year minimum commitment.
Starting at \$30,000 annually.

Affiliate Regional Championships

Up to three-year minimum commitment in addition to corporate partnership agreement:
Starting at up to \$15,000 annually.

Other NRHA Partner packages are available and can be tailored to individual needs. Please let us know if there are any specific needs or budget parameters we can help you with. Cash contributions are an integral component of our partnership package because of NRHA's desire to maintain its high-purse identity in the horse industry.

Event Sponsorship Opportunities



Event Sponsor
Futurity

NRHA Futurity & Adequan® North American Affiliate Championships

#1 REINING EVENT IN THE WORLD

OVER 120,000 SPECTATORS & PARTICIPANTS FROM 20 DIFFERENT COUNTRIES	GUARANTEED FIRST PLACE PAYOUT OF AT LEAST \$350,000
more than \$3.35 MILLION in TOTAL PURSE	4,470 ENTRIES
#1 REINING HORSE SALE	\$18 MILLION IN ECONOMIC IMPACT ON OKLAHOMA CITY

Sponsorship Packages: (X = provided), Can move amenities to different levels, ability to donate in-kind awards for up to half of sponsorship.

	Platinum Sponsorship \$15,000	Gold Sponsorship \$10,000	Silver Sponsorship \$5,000
10'x10' Vendor Space	Included (location limited)	30% Discount	10% Discount
Full page color ad in event program	X		
Banner (high-traffic location)	2	1	
Name and/or Logo on Electronic Scoreboard	X		
Listing on Webcast	Logo	Name	
Listing on Live Score Web page	Logo	Name	
Name and/or Logo in <i>NRHA Reiner</i> magazine	X	X	X
Linked logo on Futurity Website	X	X	X
Sponsor PA During Event	X	X	
VIP Badges	4	2	2
Lunch Passes	2	2	1
VIP Parking passes	2	1	1

Event Sponsor Derby

6666 NRHA Derby Presented by Markel

THIRD LARGEST REINING EVENT IN THE WORLD

4,300+ ENTRIES	ATTENDANCE IN EXCESS OF 30,000
\$8.8 MILLION ECONOMIC IMPACT	
More than \$4.5 MILLION IN DIRECT SPENDING	\$1.6 MILLION+ IN PAYOUT

Sponsorship Packages: (X = provided), Can move amenities to different levels, ability to donate in-kind awards for up to half of sponsorship.

	Platinum Sponsorship \$10,000	Gold Sponsorship \$5,000	Silver Sponsorship \$2,500
10'x10' Vendor Space	Included (location limited)	30% Discount	10% Discount
Full page color ad in event program	X		
Banner (high-traffic location)	2	1	
Listing on Electronic Scoreboard	Logo	Name	
Listing on Webcast	Logo	Name	
Listing on Live Score Web page	Logo	Name	
Name and/or Logo in <i>NRHA Reiner</i> magazine	X	X	X
Linked logo on Derby Website	X	X	X
Sponsor PA During Event	X	X	
VIP Badges	4	2	2
Cantina Lunch Passes	2	2	2
VIP Parking passes	2	1	1

Thank you for considering partnering with
the National Reining Horse Association.

For more information, please contact:

Christy Landwehr

Sr. Director, Corporate Relations

(405) 946-7400, X122

clandwehr@NRHA.com

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