



Sponsorship Opportunities



Sept 1st to Sept 5th 2021
Ancaster Fairgrounds



Ontario Quarter Horse Breeders Futurity

Sponsorship/Marketing

Andrew Dewar
dewarperformancehorses@hotmail.com
705-934-2810

Sherrill Tisdale
oghasherrill@gmail.com
519-732-6573

The purpose of the Ontario Quarter Horse Breeders Futurity is to promote and showcase AQHA, APHA, PtHA and ApHC horses resulting from Ontario breeding programs.



www.oqha.on.ca



www.facebook.com/OQHBF



Ontario Quarter Horse Breeders Futurity

The Ontario Quarter Horse Breeders Futurity kicks off at the Ancaster Fairgrounds in Ancaster, Ontario on September 1st to September 5th, 2021

This year marks the 59th year the OQHBF has been in existence. This futurity offers breeders the opportunity to show case their prospects, competing in classes from weanlings through to three year olds, earning prize money, show buckles, and collecting points towards the prestigious high point three year old saddle.

Along with the futurity classes, this show also features five full American Quarter Horse Association (AQHA) shows in five days of events, including halter, showmanship, hunter under saddle, equitation, AQHA reining, western pleasure, trail and ranch riding. This show draws approximately 200 horses each year along with trainers, exhibitors and spectators from all over Ontario, Quebec and the northern States.

Putting on shows of this caliber and size is only possible with the support of our generous sponsors very much appreciated by the organizers and exhibitors.





WHY SPONSOR?

Equestrian consumers represent a discerning and attractive market group; educated and affluent families that embrace the equestrian lifestyle, and professionals that drive purchasing decisions. Equestrians have proven passionate loyalty to products and services that support their common interests.

The Ontario Quarter Horse Association and OQHBF will provide 5 days of high-level sponsor visibility among the equestrian market. Equestrian consumers are influential and loyal customers that are dedicated to supporting quality products and services that support their equine endeavors.

Products

Average Annual Expenditure

Horse Feed	\$371 million
Trailers	\$337 million
Tack & Saddlery	\$145 million
Fencing	\$144 million
Stable Supplies	\$132 million
Equine Medicine & Drugs	\$115 million
Equestrian Apparel	\$73 million
Vitamin/Mineral Supplements	\$47 million
Blankets & Sheets	\$36 million
Horse Healthcare Products	\$36 million
Grooming Products	\$30 million
Hoof Treatment	\$26 million
Dewormers	\$20 million
Fly and Pest Control	\$10 million





WHY SPONSOR?

The Ontario Quarter Horse Breeders Futurity recognizes that each potential sponsor has individualized marketing needs. Our team will work to formulate a unique and exciting sponsorship package to achieve each sponsor's marketing and promotional goals. These packages are outlined in the pages to follow, however they can certainly be modified to meet your needs. Be sure to contact us and we can work out a plan that will work for you!

These packages can include benefits such as:

Signage

- Venue banners are placed in high traffic areas throughout the show grounds and in the arena to garner high visibility.

Print Advertising

- Welcome Flyer, handed out to exhibitors as they move into the show grounds
- Show info including Sponsors are listed in our website and Facebook page as well as in The Rider.

Awards Presentation

- Sponsors of a High Point or Circuit Award will have the opportunity to participate in the presentation for their sponsored class, which includes a photo opportunity.

Public Address Announcements

- Several 30-second, sponsor supplied, announcements will be made daily throughout the competition.

Exhibitor Hospitality Events

- By hosting an exhibitor party, sponsors are able to directly connect with their consumers in a fun and relaxed environment while promoting their farm or company

Online Advertising

- Website: Sponsor logos and links will be placed on the association's website.
- Social Media: Through social media, the OQHBF will reach followers and inform them of show updates and information as well as partnerships with sponsors.



SPONSORSHIP LEVELS

Elite Show Sponsor - \$2500

Benefits we can provide to you include:

- Name/Logo mentioned as “Elite Sponsor” of the show on social media and any show information
- Name/logo banner advertisement on the OQHA website main page and link to sponsor site
- Sponsorship spotlight in The Rider (horse publication with a circulation of 8,000 and winner of Equine Publication Award).
- Recognition by the announcer during various OQHA events and throughout the futurity
- Commercial Exhibit space at the OQHBF
- 2 Prominently placed signs in the Show Ring
- Sponsor may provide promotional material suitable for distribution through OQHBF’s social media network (Facebook, Twitter)
- Professional Photo with saddle winner





SPONSORSHIP LEVELS

Platinum Sponsor - \$1000

Benefits we can provide to you include:

- Sponsor of the 3 year old high point saddle winner and large sign displayed during saddle presentation
- Name/logo advertisement on the OQHA futurity website page
- Sponsorship recognition in The Rider (horse publication with a circulation of 8,000 and winner of the Equine Publication Award) in OQHA corporate sponsor section
- Commercial exhibit space at the OQHBF
- 2 prominently placed signs in the Show Ring
- Sponsor may provide promotional material suitable for distribution through OQHBF's social media network (Facebook, Twitter)
- Professional photo with class winner
- Several 30 second announcements during the futurity each day





SPONSORSHIP LEVELS

Gold Sponsor - \$500

Benefits we can provide to you include:

- Class sponsor name/logo on the OQHA website
- Link between OQHA website and Class Sponsor site
- Sponsorship recognition in The Rider (horse publication with a circulation of 8,000 and winner of the Equine Publication Award)
- 1 prominently placed signs in the Show Ring
- Sponsor may provide promotional material suitable for distribution through OQHBF's social media network (Facebook, Twitter)
- Several 30 second announcements during the futurity each day





SPONSORSHIP LEVELS

Silver Sponsor: \$250 - \$350

Benefits we can provide to you include:

- Class sponsor name/logo on the OQHA website
- Link between OQHA website and Class Sponsor site
- Sponsorship recognition in The Rider (horse publication with a circulation of 8,000 and winner of the Equine Publication Award)
- 1 prominently placed sign in the Show Ring
- Several 20 second announcements during the futurity each day

Buckle Sponsor: Amount \$200

Benefits we provide to you include:

- Class Sponsor name/logo on the OQHA website
- Link between the OQHA website and the Class Sponsor site
- Sponsorship recognition in The Rider (horse publication with a circulation of 8,000 and winner of the Equine Publication Award)
- Several 30 second announcements during the futurity each day
- Buckle sponsor name in The Rider



SPONSORSHIP FORM

SPONSOR NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

DESCRIPTION OF BUSINESS / SERVICE FOR ANNOUNCEMENT AT THE SHOW

AMOUNT OF SPONSORSHIP _____

DESIGNATION OF SPONSORSHIP (CIRCLE CHOICE) CLASS AWARDS, CLASS BUCKLES, SLOT CLASSES, SOCIAL EVENTS, COFFEE

GENERAL DONATION AMOUNT _____

Please make cheques payable to "OQHBF" and send to:
Sherrill Tisdale, 747585 Township Road 4, Princeton, Ontario N0J 1V0
Etransfer to: oqhasherrill@gmail.com

THANK YOU FROM THE BREEDERS FUTURITY COMMITTEE
YOUR GENEROUS SUPPORT IS APPRECIATED!!!