



## Don't just come to the show... Be a part of the show!

Become a sponsor of the 2011 NRHA Derby and receive more benefits than ever.

With NRHA's 2 Full Slate Format sponsors will receive *double the exposure!* Each level gives you the opportunity to showcase your name in the title of specific classes however when doing so you receive exposure during both slates of that particular class. That equates to more bang for your buck during the NRHA Derby.

Join us for a brand new opportunity and have your name, business or ranch hand tooled on a NRHA Derby Trophy Saddle!\*

If you wish to be a class title or saddle sponsor, please contact Todd Barden at 405-946-7400, ext. 106 [tbarden@nrha.com](mailto:tbarden@nrha.com).

Thanks in advance!

Todd

### **NRHA Derby Facts:**

- 1,200+ Entries
- Attendance in excess of 50,000
- \$12 Million Economic Impact
- \$4.1 Million Direct Spending
- More than \$600,000 Awarded in Prize Money

## **Platinum Level - \$7,500 cash or \$10,000 in product**

- Opportunity to have Three (3) Ancillary classes named in your honor
- One 3' X 8' banner (provided by sponsor) displayed in Super Barn Arena
- Named as Class Sponsor on the NRHA Derby Schedule
- Random exposure of name and/or logos on the main coliseum scoreboard during The NRHA Derby
- Exposure of name and/or logo on the NRHA Derby Webcast page
- Logo placement on NRHA Derby website, with link to sponsor site
- Names and/or logos will be included in advertising for the NRHA Derby whenever possible
- Public Announcements during each class that your product/cash supports
- Opportunity to participate in awards presentations during each class that your product/cash supports
- 4 Main arena box seat tickets for the entire event
- Double Business Card Ad in Open & Non Pro Draw Sheets
- 2 VIP Badges
- 2 VIP Parking passes
- Special recognition in *NRHA Reiner* magazine "Thank You" ad

## **Gold Level - \$5,000 cash or \$7,500 in product**

- Opportunity to have Two (2) Ancillary classes named in your honor
- One 3' X 8' banner (provided by sponsor) displayed in high traffic area
- Named as Class Sponsor on the NRHA Derby Schedule
- Exposure of name and/or logo on the NRHA Derby Webcast page
- Logo placement on NRHA Derby website, with link to sponsor site
- Names and/or logos will be included in advertising for the NRHA Derby whenever possible
- Public Announcements during each class your product/cash supports
- Opportunity to participate in awards presentations during each class that your product/cash supports
- Business Card Ad in Open & Non Pro Draw Sheets
- 2 VIP Badges
- 1 VIP Parking pass
- Special recognition in *NRHA Reiner* magazine "Thank You" ad

## **Silver Level - \$2,500 cash or \$3,500 in product**

- Opportunity to have an Ancillary class named in your honor
- Named as Class Sponsor on the NRHA Derby Schedule
- Logo placement on NRHA Derby website, with link to sponsor site
- Public Announcements during each class your product/cash supports
- Opportunity to participate in awards presentations during each class that your product/cash supports
- 2 Derby Passes, allowing general admission access for the entire event
- 1 VIP Parking pass
- Special recognition in *NRHA Reiner* magazine “Thank You” ad



### **High Point Sponsorship - \$1000 cash only**

- Opportunity to participate in the High Point awards presentation
- Logo placement on NRHA Derby website
- 2 Derby Passes, allowing general admission access for the entire event
- Recognized in Open and Non Pro Derby Draw Sheets
- Special recognition in *NRHA Reiner* magazine “Thank You” ad

**Ancillary Classes available for Platinum, Gold, Silver and High Point Level Sponsorships:**

Open	Novice Horse Open Level 1
Intermediate Open	Novice Horse Open Level 2
Limited Open	Novice Horse Non Pro Level 1
Rookie Professional	Novice Horse Non Pro Level 2
Non Pro	Youth 13 & Under
Intermediate Non Pro	Youth 14 – 18
Limited Non Pro	Rookie Level 2
Prime Time Non Pro	

### **DEADLINES AND INFO:**

- ✓ Deadline for payment and/or product no later than June 10, 2011
- ✓ No larger than 3' x 8' Vinyl Banners – must be provided by the sponsor and must be in the NRHA office no later than June 10, 2011. Sponsor banners must remain hanging until the show is completely over.
- ✓ NRHA website logo – must be in JPG, GIFF or PNG no smaller than 72 DPI and must be sent to NRHA Office by June 4, 2011.
- ✓ Box seat tickets/exhibitor pass and parking pass will be available for pick up in the hospitality room at the show and must be picked up by the person whose name is listed on the sponsorship.
- ✓ All sponsor amenities are subject to availability and the receipt of proper and complete materials by specified deadlines. NRHA reserves the right to refuse sponsor request or change any amenity at any point during the sponsorship. Please see descriptions and details for all requirements and deadlines.

For More Information Contact:

**Todd Barden** - Senior Director  
 Sponsorship & Television Programming  
 National Reining Horse Association  
 3000 NW 10th Street \* OKC, OK \* 73107  
 405-946-7400 \* 405-946-8399 Fax  
[tbarden@nrha.com](mailto:tbarden@nrha.com)