



Bandy Russell * Partnership Specialist * 812-327-6968 *
 arhapartners@gmail.com



Partnership Opportunities

“ARHA is arguably the most dynamic association to celebrate the world’s finest athlete...the versatile ranch horse.”

Our goal is to customize a package that fits your needs!

Partnership	Title	Short Description	Investment
Heritage Partner	“Official ARHA Partner”	Associate Your Brand with all ARHA Premier Events in the biggest way! Your brand will have extensive visibility!	\$7,500 - \$10,000
Title Partner	“Official ARHA Event Title Branding”	Your Brand will be the highlight of a special event at the World Show! All members will know your brand at that event and during the entire show! Ask about the ARHA team wearing branded shirts for the brand event!	\$5,000 - \$7,499
Product	ARHA Official Product	ARHA members will know your brand as the Official Product proudly supporting all ARHA events!	\$2,500 - \$4,999
Saddle and Division	ARHA Division Partner	Let the members of ARHA know that your brand supports their division during the World Show through sponsoring their saddle!	\$2,500
Classic	Classic Prize Partner	A Classic partner can offer product to all class placing(s) or winners, be visible throughout, and very customizable!	\$500 - \$2,500
Barn, Breeder & Trainer	Equine Partner	When your brand is unique to ARHA membership without product needs, this is a package for you! Special visibility here!	\$500 - \$2,000
Exhibitor Event Partner	Friends Partner	Your brand represented to provide a Meet and Greet opportunity for all that attend the ARHA World Show. 5 shirts included!	\$500



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More Partnership Opportunities

<i>Special Event or Day Presenter Partner</i>	Your brand can either represent a special event or present a day during the ARHA World Show! Maximum publicizing during that day or event! Ask about the ARHA team wearing branded shirts!	\$500 - \$1500
<i>Arena Banner</i>	Brand provided banner to be displayed in the Show Arena	\$250
<i>Class Buckle Sponsor</i>	As a member, a friend, or business – be recognized in supporting the World Show by becoming a buckle sponsor(s)! Optional to present the buckle!	\$250 each
<i>Tractor Drag Banner</i>	Have your brand signage on the back of the Tractor Drag, and publicized each time used that day! You can choose as many days as you like!	\$150 per day
<i>Coffee & Doughnuts</i>	Your brand publicized as providing for one day of the World Show!	\$150
<i>Cookies & Punch</i>	Your brand publicized as providing for one day of the World Show!	\$150
<i>Reserve Champion</i>	Brand the reserve champion of any choice class!	\$100 each
<i>Friends of ARHA</i>	ARHA Welcomes all levels of support! Silent Auction * Door Prizes * Added Money Be creative!	Any Amount welcomed!
<i>ARHA Official Provider</i>	Brand provides a specific service during the ARHA World Show	Please Contact



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Choose Your Partnership Level and Customize!

~ Partnership Opportunities ~ \$2,500 and Up	Heritage \$7,500 - \$10,000	Title \$5,000 - \$7,499	Product \$2,500 - \$4,999	Division \$2,500
Ongoing promotional identity as an ARHA Partner – for the year	“Official ARHA Partner”	Event Title Brand	Official Product	Division or Saddle
ARHA World Show Arena Branded with your business (only 2 available)	Yes*			
Run For the Roses Arena Branded	Yes*			
ARHA Honorary Banner displayed at both events	Yes			
ARHA Exhibitor Numbers Branded at both events	Yes*			
ARHA Stall plaques Branded	Yes			
Present a Day At the World!	Yes*			
Brand in the Official Photographer Booth	Yes	Yes	Yes	
Arena Drag Banner	4 Days*	1 Day*		
Complementary booth space at both events	Yes* 10X20		Yes* 10X10	
ARHA Show Staff wears your brand	1 Day	1 Day	*	
Provided Brand Banners Displayed in Prime Locations	Two	One	One	One
Honorary Exhibitor Event Host Option	Yes*	Yes*	Yes*	Yes*
Brand Identification on press-releases, programs, social media, and other promotional material*	Yes	Yes	Yes	Yes
Presentation at annual Awards Banquet as an ARHA Partner	Yes	Yes	Yes	Yes
Daily Radio recorded PA announcements	Yes	Yes	Yes	Yes



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~ Partnership Opportunities ~ \$500 - \$2,500	Classic Prize Partner \$500 - \$2,500	Barn, Breeder & Trainer \$500 - \$2,000	Exhibitor Event Partner \$500
Special Display for current and future members!		Yes	
Your Brand offered in each of the ARHA World Show Classes! Members take home your brand!	Yes		
Banner Displayed in Arena	Yes	Yes	Yes
Complementary booth space at both events	Yes*		
ARHA Show Staff wear your brand for a day!	At Level \$1,500 & up*	At Level \$1,500 & up*	
Provided Brand Banners Displayed in Prime Locations	One	One	
Honorary Exhibitor Event Host Option			Yes
Special Exhibitor Event T-Shirts (5 complementary – can order more)			Yes
Brand Identification on one or more press-releases, and social media	Yes	Yes	Yes
Presentation at annual Awards Banquet as an ARHA Partner	Yes	Yes	Yes
Connections to ARHA Website	Yes	Yes	Yes

* Limits to opportunities

More Options!

\$500	Special Event Recognition	\$250	Class Champion Buckle Sponsor and presentation (optional)
\$300	Arena Banner displayed during entire World Show (brand provided)	\$150	Tractor Drag Signage (Per Day) Or Trail Obstacle Signage



Partner Application/Agreement

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Brand Name: _____ Web site: _____

Authorized Contact Person: _____ Position: _____

Contact Address: _____ City/State/Zip: _____

Contact Telephone Number: _____ Brand Contact Number: _____

Contact Email: _____ Brand Email: _____

ARHA Obligations (above social media, press releases, web tagging etc)

- | | |
|----------------------------------|--|
| _____ Exhibitor Numbers Branded | _____ Booth Space _____ |
| _____ Arena Branded | _____ Buckle Sponsor(s) |
| _____ Stall Numbers Branded | Div _____ Event _____ |
| _____ Present A Day of the World | Div _____ Event _____ |
| _____ Current Standings Signage | _____ Brand Event Shirts (5 Complementary) |
| _____ ARHA Staff Branded 1 Day | _____ XL _____ L _____ M _____ S (Add \$20 each) |

Partner to Provide (specific to your investment level):

- | | | |
|----------------------------|----------------------------------|-----------------------------------|
| _____ Arena Brand Banners | _____ Trail Course Signage | _____ Photo Drop Signage |
| _____ Arena Drag Signage | _____ Product offered for prizes | _____ Door Prizes |
| _____ Silent Auction Items | _____ PA Radio Add | _____ *Online Commercial Provided |
| _____ Cowboy Cash Promo | _____ Ready to print Add | _____ Cowboy Cash Participant |

Customize/Notes: _____

Total: \$ _____ Make Check/Money Order/Cashier's Check payable to American Ranch Horse Association

Credit Card # _____ Security Code: _____ Circle: Visa MasterCard Discover

Expiration Date: _____ Name as it appears on Card: _____

Address associated with Card: _____

Authorized Signature: _____ Date: _____

I (We) have read all attached terms and conditions and rules relating to this application/agreement, and do hereby agree to fully comply with and abide by such.

Authorized Signature: _____ Date: _____

Submit Completed Forms to: ARHA World Championship Show * P.O. Box 186 * Nancy KY 42544



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Partnership Application/Agreement Terms and Conditions/Rules and Regulations

1. The ARHA World Championship Show and the ARHA Run For the Roses is sponsored by the American Ranch Horse Association who reserves the right to refuse any vendor or partner not in the best interest of the association, shall have full power to interpret the terms and conditions/rules and regulations set forth below, and have final decision on all other matters not covered by this contract. Amendments to such may be made at any time by the American Ranch Horse Association in the form of written notice.
2. **Indemnification:** The Vendor and/or Partner assumes sole responsibility and hereby agrees to protect, indemnify, defend and hold harmless the American Ranch Horse Association, any event location including the C Bar C Expo Center, and its employees and agents from any and all claims, including claims or causes of action arising from the sole negligence of said indemnities, arising out of, or in connection with Vendor's or Partner's occupancy and use of Show premises, or any action or inaction of any nature in connection with or related to the Show, including but not limited to loss, theft, damage, destruction, or delay in delivery of goods, display material and other effects; any injury to Vendor or Partner, their employees, agents, representatives or guests while on the Show premises; and any damage to Vendor's or Partner's business by reason of failure to provide space for the exhibit or removal of exhibit or failure to hold the Show as scheduled. Vendor or Partner acknowledges that the American Ranch Horse Association and show facilities including C Bar C Expo Center do not maintain insurance covering Vendor's or Partner's property and that they have sole responsibility to obtain business interruption and property damage and theft insurance covering such losses by Vendor or Partner. Vendor or Partner agrees to indemnify and hold forever harmless the American Ranch Horse Association and show facilities including C Bar C Expo Center from any and all damages, loss, liability, claim or expenses (including legal fees) based upon, arising out of, or in connection with the violations of any law or ordinance by the Vendor or Partner, its employees, agents, representatives, guests or other holding under the Vendor or Partner; or if failure by Vendor or Partner or any such persons to comply with all applicable terms and conditions contained in these rules or in the agreement between the show facilities, C Bar C Expo Center and the American Ranch Horse Association regarding the Show premises or a part thereof. If the indemnities are sued in a court of law, Vendor or Partner agrees to defend the indemnities at Vendor's or Partner's expense, and if judgement be taken against indemnities, to pay said judgment and obtain written release in form acceptable to the indemnities. If trial is required, Vendor or Partner agree to travel to location that the American Ranch Horse Association sees fit.
3. **Assignment of Space:** First come, first serve priority will be given to applicants according to the time their written request is received by the American Ranch Horse Association, availability of requested area, the amount of space requested and the special needs and compatibility of Vendor or Partner. In the event of conditions beyond its control, the American Ranch Horse Association reserves the right to rearrange the floor plan and relocate any exhibit. Note: Previous Partners and Vendors will be contacted first for renewal.
4. **Payment:** 50% of investment must be remitted with application. Remaining balance is due no later than July 1 of current year. Failure to do so will result in loss of initial payment without refund unless specific arrangements have been made with the Partnership Specialist. **VENDOR MAY NOT OCCUPY ASSIGNED SPACE(S) UNTIL ALL FEES ARE PAID IN FULL.**
5. **Refunds for Cancellations:** **NO REFUNDS for any Cancellations**
6. **Subletting of Space or Investments:** Vendor or Partner shall not assign or sublet any space allocated and may not advertise or display goods other than those manufactured or sold by Vendor or Partner in the regular course of Vendor's business. The space assigned to the Vendor or Partner is only for their use.
7. **Restricted Use of Logo:** American Ranch Horse Association has sole and exclusive right to produce or sell products bearing its logo(s), and only its designated licensees may distribute such products at the American Ranch Horse Association World Championship Show and other events hosted by ARHA. No Vendor or Partner may sell or give away any product bearing an American Ranch Horse Association logo or design that is deceptively similar, during the American Ranch Horse Association World Show or other events hosted by ARHA. No Vendor or Partner may sell or give away any product bearing the following but not limited to, words, letters, or combination thereof, or deceptively similar to American Ranch Horse Association World Championship Show, or ARHA World Championship Show Or other ARHA events.
8. **Security:** American Ranch Horse Association will not be responsible for any loss.
9. **Booth Set Up:** Vendors may set up their appropriate booth(s) starting on the day before the first day of the show at 12 noon. Vendors may check in at the show office for confirmation of booth location if needed. If the space reserved for the Vendor is not occupied by 6:00 am on the first day of the show, unless otherwise arranged, the space will be considered cancelled and shall revert to the American Ranch Horse Association without obligation on part of the American Ranch Horse Association for any refund whatsoever. The American Ranch Horse Association shall have the right to assign such space to another Vendor unless the American Ranch Horse Association has received written notification of a delay in set up.
10. **Booth Dismantling and Removal:** Vendors may start to dismantle booths at 10pm on the last day of the show and must be completely vacated by 12 noon on the day after the last day of the show. Any other arrangements must be made through the American Ranch Horse Association prior to that date.
11. **Care and Safety:** Although aisles will be provided by janitor services, booth space should be maintained and cleaned by the Vendor. Customer and Vendor safety should be prevalent at all times.
12. **Taxes:** All sales tax, income taxes, FICA or other withholding taxes arising out of or in connection with Vendor's use of the Vendor's Booth are the sole responsibility of the Vendor.