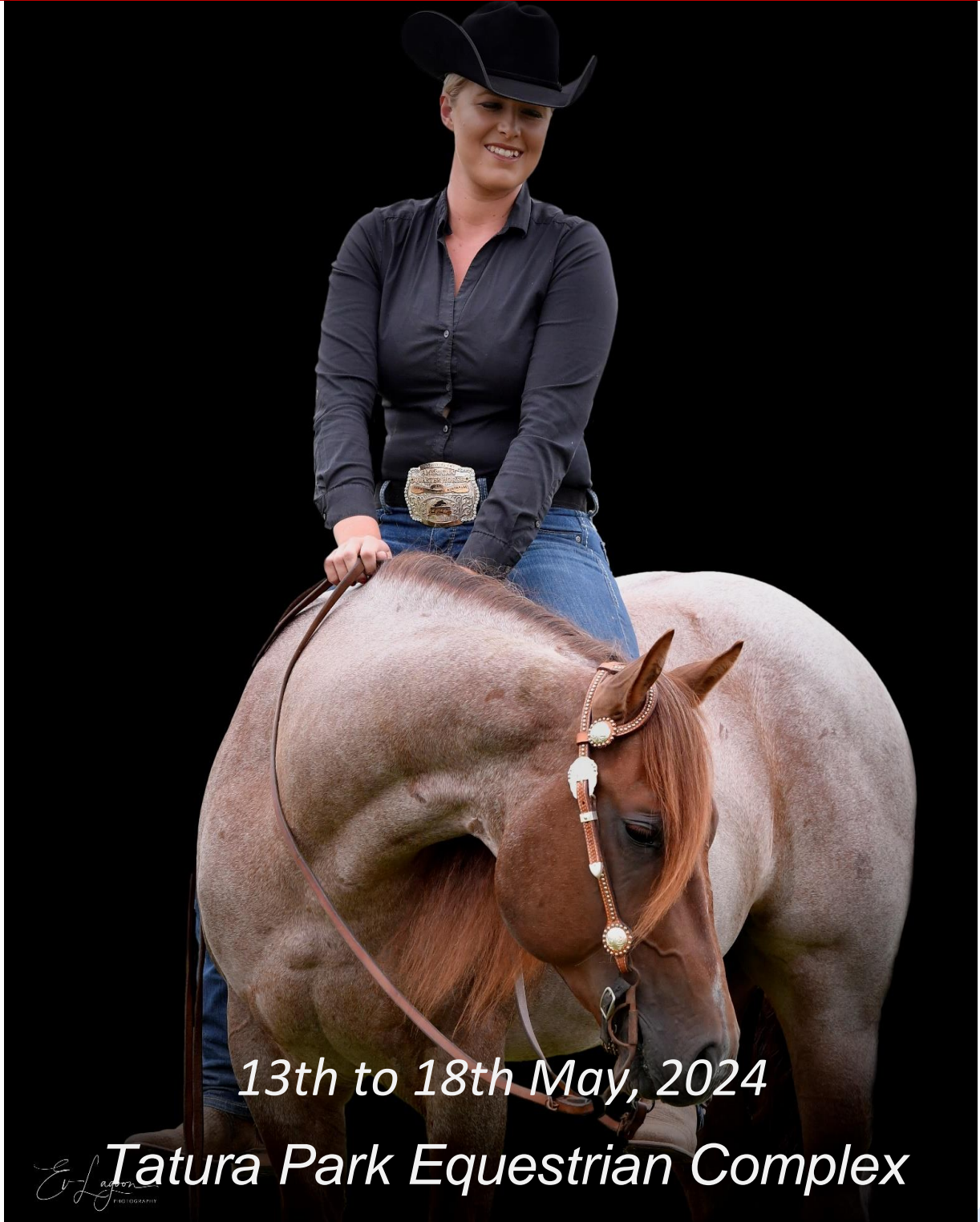




2024 SPONSORSHIP PACK



13th to 18th May, 2024

Tatura Park Equestrian Complex

E. L. Lanyon
PHOTOGRAPHY

Tatura, VIC



Goulburn Valley Reining Horse Association

2024 Water Wheel Reining Classic SPONSORSHIP PACK

Established in 2005 the Goulburn Valley Reining Horse Association is a friendly and welcoming club aiming to provide a platform for the growth and promotion of Reining in Australia.

The Goulburn Valley Reining Horse Association is a not-for-profit association and is now one of the largest Reining clubs in Australia consisting of both local and interstate members.



From Introductory clinics, Come and Try Days and Club shows to our Annual feature event - The Water Wheel Reining Classic - the Goulburn Valley Reining Horse Association encourages and supports riders of all levels to reach their Reining goals.



The annual Water Wheel Reining Classic is one of Australia's most popular events in the Reining calendar and with the introduction of Facebook marketing and Live Stream services the event is now viewed by both National and International reining enthusiasts.

Businesses are encouraged to attend the Water Wheel Reining Classic event with a trade stall and at the conclusion of each class assist the Show Committee in the arena for presentation of awards and prizes. This is a great opportunity to recognise a job well done, as well as a chance to meet the competitors who will potentially seek your product or service in the future.

During the presentation process your business will be promoted by the show announcer and our show photographer takes photos of all presentations for us to later use in advertising. With an active Facebook page with currently over 2,700 followers, we will share your news to a wider audience right up until the end of the season.



Depending on your level of Sponsorship, the GVRHA can offer naming rights to classes, promote your business via our website, Facebook social media channel and advertise your brand via Livestream during the Water Wheel Reining Classic's Futurity, Derby & Open events.

WHAT IS REINING?

The sport of Reining is as exciting as it gets. The signature spins and slides keep us on the edge of our seats.

Reining is a judged event designed to show the athletic ability of a ranch type horse within the confines of a show arena. Horses are judged individually as they complete one of fifteen pre-selected approved patterns.

Each pattern contains a series of manoeuvres to be executed in proper order. Those manoeuvres include small slow circles, large fast circles, lead changes, rollbacks over the hocks, 360-degree spins, rundowns, backups and the signature sliding stop.

In scoring, credit is given for smoothness, finesse, attitude, quickness and authority when performing the various manoeuvres. Controlled speed in the pattern raises the level of difficulty and makes the reining horse more exciting and pleasing to watch. Increased level of difficulty is rewarded with higher scores if the manoeuvres are performed correctly.

Reining differs from other western horse sports because the horse and rider are specifically judged based on how “willingly guided” the horse completes the pattern. The philosophy of the sport is embodied in one statement: *“To rein a horse is not only to guide him, but also to control his every movement. The best reined horse should be willingly guided or controlled with little or no apparent resistance and dictated to completely”.*

The Reining judging system is recognised as the leading format for judging an equine event that combines technical and stylistic elements coupled with consideration of “degree of difficulty”. Many segments of the equine judging discipline have openly embraced the Reining judging system.

There are multiple divisions of competition offered at approved shows to enable competitors at all levels to participate, learn, and improve as they master the intricacies of one of the most exciting equine competition events. Reining shows offer several levels of competition for:

- Open riders
- Rookie and entry-level riders
- Non-Pro riders
- Youth riders
- Novice horses
- Aged event (futura, derby, and maturity) horses
- Affiliate (or local level) competitors
- Para reining – open to riders with disabilities



SPONSORSHIP PACKAGES



DIAMOND Sponsorship: \$5,000 - 2023-2025 Sponsor - Hi Form Australia Pty Ltd

- Naming rights to the
- Advertisement on www.gvrha.com.au
- Advertising & Facebook promotional posts (minimum twice monthly) to the GVRHA Facebook page
- Advertisement on the gvrha.com.au website and front & back cover of the official show program
- Announcements and Acknowledgements from show announcer for duration of the event
- Company advertising and acknowledgements included in Facebook Livestreaming of all feature classes

PLATINUM Sponsorship: \$2,000

As a PLATINUM Sponsor you receive:

- Naming rights to one of the six feature Buckle classes - Open/ Non Pro, Open/ Non Pro Derby & Open/Non Pro Futurity
- Advertisement or logo featured on GVRHA's Website
- Advertising to GVRHA Facebook page monthly and full page in the official show program
- Announcements and Acknowledgements from show announcer for duration of the event
- Company advertising and acknowledgements via Facebook Livestreaming on all feature classes
- Priority choice of Stable and Camping sites for up to 2 horses

GOLD Sponsorship: \$1,000

As a GOLD Sponsor you receive:

- Naming rights to one of the NRHA Buckle classes – Intermediate Open, Intermediate Non-Pro, Limited Open, Limited Non-Pro, Rookie Level 1, Rookie Level 2, Rookie Professional, Youth 13&U, Youth 14-18, Novice Horse classes, Prime Time Non-Pro
- Logo featured on GVRHA's Website
- Bi-monthly advertising to GVRHA Facebook page and half page advertisement in the official show program
- Announcements and Acknowledgements from show announcer for duration of the event
- Company advertising and acknowledgements via Facebook Livestreaming during the Open/ Non Pro feature class
- Priority choice of Stable and camping sites for up to 2 horses.
- Naming rights on your class throughout the 2024 season. Announcer recognition at club shows with photos of winners on GVRHA Facebook page with a thank you for sponsoring the class.

SILVER Sponsorship: \$400

As a SILVER Sponsor you receive:

- Naming rights to one of the GVRHA Affiliate classes: GVRHA Snaffle Bit 5&U, GVRHA Mens & Ladies, GVRHA Green Reiner and NRHA Green Reiner Level 1 & 2, GVRHA Para Reining, GVRHA Short Stirrup
- Quarterly advertising or logo to GVRHA Facebook page and a quarter page advertisement in the official show program
- Announcements and Acknowledgements from show announcer during your nominated class

BRONZE Sponsorship: \$250

As a BRONZE Sponsor you receive:

- Quarterly logo to GVRHA Facebook page and logo in the official show program

ALL 2024 Sponsors will receive:

- Access to VIP Sponsor Area – Tea, Coffee, Morning Tea and invitation to Saturday night drinks & nibbles
- Option to participate in presentation of prizes and photo opportunity with class winner – Photos & logos will be posted to Facebook
- Arena advertising
- Trade stall area (3m x 3m).
- Promotional material included in competitor packs (to be supplied by Sponsor)

***PRODUCT SPONSORSHIP** is welcomed and valued! With so many varying products it's hard for us to predict your sponsorship value. Let's chat and work out an arrangement that best suits you!

SPONSORSHIP PACKAGE SUMMARY

| Package | PLATINUM | GOLD | SILVER | BRONZE |
|----------------------------------------------------------------------------|----------------|----------------|--------------|----------------|
| Package Price | \$2,000 | \$1,000 | \$400 | \$250 |
| Event Naming Rights | | | | |
| Feature Buckle Class Naming Rights | ✓ | | | |
| Buckle Class Naming Rights | | ✓ | | |
| Affiliate Class Naming Rights | | | ✓ | |
| Naming rights at club shows on the class you sponsor at May Show. FB Posts | ✓ | ✓ | | |
| Trade Stall Area (3m x 3m) | ✓ | ✓ | ✓ | ✓ |
| Access to VIP Sponsor Area | ✓ | ✓ | ✓ | ✓ |
| Arena Advertising – 1 Banner (supplied by Sponsor) | ✓ | ✓ | ✓ | ✓ |
| Show Program Advertisement | Full Page | Half Page | Quarter Page | Logo |
| Website / Facebook Advertisement | ✓ | ✓ | ✓ | Logo Quarterly |
| Priority choice of Stable and Camping Sites | ✓ | ✓ | | |
| Advertising During Livestream | ✓ | ✓ | | |
| Announcements and Acknowledgments by Show Announcer | ✓ | ✓ | ✓ | |
| Participation at Awards Presentation | ✓ | ✓ | ✓ | ✓ |
| Promotional Material in Competitor Packs (supplied by Sponsor) | ✓ | ✓ | ✓ | ✓ |



SPONSORSHIP AGREEMENT

Yes, I would like to be a sponsor of the Goulburn Valley Reining Horse Association Water Wheel Reining Classic to be held 13th-18th May 2024 at Tatura Park Events & Exhibition Complex, 20 Hastie St. Tatura VIC. I agree that I am authorised to make the commitment below and agree to forward full payment upon receipt of invoice.

Level of Sponsorship:

PLATINUM (\$2,000)

BRONZE (\$250)

GOLD (\$1,000)

PRODUCT SPONSOR*

SILVER (\$400)

Business Name: _____

Contact Person: _____

Title: _____

Address: _____

Town: _____ Post Code _____

Phone: _____ Mobile: _____

Email: _____

Website URL: _____

Signature: _____ Date: _____

I understand that the GVRHA Water Wheel Reining Classic organisers and staff will ensure great care is taken with any banners or signage supplied by sponsors, however the GVRHA cannot take responsibility for any theft or damage to items supplied.

Return the completed form to:
Email: gvrha.president@gmail.com

Any questions please call Suzanne Sims (President) on 0425252964