



2025 SPONSORSHIP PACK





About the Goulburn Valley Reining Horse Association

Founded in 2005, the Goulburn Valley Reining Horse Association (GVRHA) is a welcoming and inclusive club dedicated to fostering the growth and promotion of Reining in Australia. As a not-for-profit organization, GVRHA has grown to become one of the largest Reining clubs in the country, with a vibrant membership base spanning both local and interstate participants.

Our Events and Activities

GVRHA offers a variety of events and activities designed to support riders at every level, from introductory clinics and “Come and Try” days to club shows and our flagship annual event—the Water Wheel Reining Classic. Our goal is to encourage and support riders in reaching their Reining aspirations, while providing opportunities to connect with the broader Reining community.

The **Water Wheel Reining Classic** has become one of Australia’s premier Reining events. This annual highlight attracts national and international attention, thanks to the integration of Facebook marketing and Live Stream services. Our event has gained significant visibility and is followed by Reining enthusiasts worldwide.

Opportunities for Businesses

The Water Wheel Reining Classic offers excellent opportunities for businesses to engage with the Reining community. We invite businesses to set up trade stalls and participate in the event, particularly during class award presentations. This is a valuable opportunity to showcase your products or services to a targeted audience of riders and enthusiasts.

During the presentation process, your business will be promoted by the show announcer, and photos of your participation will be taken for later use in our advertising. With over 2,900 followers on our Facebook page, your brand will gain exposure throughout the event and beyond.

Sponsorship Opportunities

GVRHA offers a range of sponsorship opportunities, including naming rights to classes and promotion through our website, Facebook, and live-streamed events. Depending on your level of sponsorship, your business can also gain additional exposure during key events like the Water Wheel Reining Classic’s Futurity, Derby, and Open classes.

Join us in supporting the growth of Reining in Australia while promoting your business to a dynamic and engaged audience!

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 (futures, 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 GVRHA Water Wheel Reining Classic Show.
- 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 2025 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 12^h-18th May 2025 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