



Lana Kelderman riding
Nu Too Much

2025 GVRHA Water
Wheel Open Reining
Champion

2026 GVRHA SPONSORSHIP PACK

GOULBURN VALLEY REINING HORSE ASSOCIATION



2026 SPONSORSHIP PROSPECTUS

Where Power, Precision & Community Meet



About the Goulburn Valley Reining Horse Association

The [Goulburn Valley Reining Horse Association \(GVRHA\)](#) is one of Australia's leading reining clubs—driven by performance, powered by community, and built for growth.

Founded in 2005, GVRHA has evolved into a highly active, forward-thinking association with a strong and diverse membership base spanning local, regional, and interstate riders. We are proud to be a not-for-profit organisation that punches well above its weight in both participation and profile.

We don't just run events—we build athletes, audiences, and opportunities.

What We Do

[GVRHA](#) delivers a full calendar of events designed to grow the sport and support riders at every stage, including:

- Introductory clinics and *Come & Try* days
- Club-level competitions with strong participation
- Pathways for youth, amateur, and open riders
- One of Australia's most recognised reining events—the Water Wheel Reining Classic

Our focus is simple: develop the sport, support our riders, and deliver high-quality events that attract attention and be industry leading in everything we do.

The Water Wheel Reining Classic

The Water Wheel Reining Classic is our flagship event—and a standout on the Australian reining calendar.

This event attracts riders, spectators, and online viewers from across Australia and overseas, supported by:

- Strategic Facebook promotion
- Live streaming to a global audience
- Consistent social media coverage before, during, and after the event

The result? Real reach, real engagement, and real visibility for our sponsors.

Why Businesses Get Involved

GVRHA events deliver direct access to a highly engaged, loyal audience—people who actively support the businesses that support their sport.

Sponsor Opportunities Include:

- Trade stalls in high-traffic event areas
- Brand integration during class and award presentations
- Announcer recognition throughout the event
- Professional photos featuring your brand for ongoing promotion
- Social media exposure to our growing online audience (2,900+ Facebook followers and rising)

This isn't passive advertising.

It's face-to-face engagement, repeated brand exposure, and long-term community goodwill.

A Club That Delivers Value

Our sponsors aren't an afterthought—they're part of the experience.

We work closely with our partners to ensure:

- Strong brand visibility
- Authentic community connection
- Ongoing digital promotion beyond event weekend

When you support GVRHA, your business aligns with performance, professionalism, and a passionate community.





WHAT IS REINING?

It's a high-adrenaline western performance sport where horse and rider execute precise patterns at speed—spins, sliding stops, rollbacks, and lead changes—judged on accuracy, control, and style.

Think:

- 🔥 Power
- 🔥 Precision
- 🔥 Athleticism
- 🔥 Partnership

It's fast, visual, crowd-friendly, and incredibly marketable.

When people see reining for the first time, **they stop and watch.**

Judged on precision, smoothness, and style, reining is **visually impressive**, easy to follow, and highly engaging for spectators.

It's athletic, dramatic—and unforgettable.



OUR AUDIENCE

Loyal. Engaged. Ready to Support Our Sponsors.

Who attends GVRHA events?

- Horse owners, trainers & breeders
- Regional business owners & professionals
- Families and youth competitors
- Trades, agri, automotive & rural lifestyle consumers

Demographics Snapshot

- Age range: 5 – 65+
- High proportion of household decision-makers
- Strong purchasing power in vehicles, equipment, property, services & lifestyle brands
- Community-focused and brand-loyal

This is an audience that **actively supports businesses that support them.**

WHY SPONSOR GVRHA?

- ✓ Premium regional brand exposure
- ✓ Repeat visibility across multiple events
- ✓ Direct face-to-face engagement
- ✓ Strong digital amplification
- ✓ Authentic alignment with values of discipline, performance & trust



This is sponsorship that feels **real**, not forced.

TAILORED ROI BY INDUSTRY

AGRICULTURE & RURAL SERVICES

- Direct access to livestock owners & landholders
- Alignment with animal welfare, performance & reliability
- Long-term brand trust within rural communities

Perfect for: Stock feed, machinery, fencing, vet services, agribusiness suppliers

AUTOMOTIVE & TRANSPORT

- Exposure to vehicle owners towing floats, trucks & trailers
- High relevance to utes, SUVs, servicing & accessories
- Brand presence at events where vehicles are front and centre

Perfect for: Dealerships, mechanics, tyre & accessory brands

FINANCE, INSURANCE & PROFESSIONAL SERVICES

- Access to decision-makers and business owners
- Trust-based marketing through community involvement
- Strong association with responsibility, investment & long-term planning

Perfect for: Banks, brokers, insurers, accountants, financial advisers

CONSTRUCTION & TRADE SERVICES

- Visibility among tradespeople, contractors & property owners
- Strong alignment with strength, reliability & craftsmanship
- Event-based exposure plus long-term digital presence

Perfect for: Builders, suppliers, civil contractors, trades

SOCIAL PROOF

“Sponsoring GVRHA put our business directly in front of the people we want to reach. It’s genuine exposure, not just advertising.”

— **Local Business Sponsor**

“The association runs professional, well-organised events. Sponsors are treated like part of the team.”

— **Corporate Partner**

“When businesses support GVRHA, riders notice—and we support them right back.”

— **Senior Rider & Competitor**

“This sport attracts people who value quality and performance. That aligns perfectly with our brand.”

— **Industry Sponsor**

LET’S BUILD A PARTNERSHIP

We’re flexible, collaborative, and happy to tailor sponsorships to suit your goals

—whether that’s brand awareness, community engagement, or direct customer connection.

 **Partner with GVRHA and put your brand where power meets precision.**





SPONSORSHIP OPTIONS



Package	PLATINUM Maximum exposure. Maximum impact	GOLD Strong presence. Serious visibility.	SILVER Big support, smart investment.	LOCAL LEGEND	FRIENDS OF GVRHA
Package Price	\$5,000 +	\$2,000	\$1000	\$500	\$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	Eighth page	Grouped into quarter page
Website / Facebook Advertisement	✓	✓	✓	✓	Grouped together
Priority choice of Stable and Camping Sites	✓ + Free stable and camping for 1 horse and 1 camp site at all shows for 2026 (TCA)	✓ + Free stable and camping for 1 horse and 1 camp site at all shows for 2026 (TCA)	✓ Choice of Stable and camping for 1 horse and 1 camp site at all shows for 2026 (TCA)		
Advertising During Livestream	✓	✓	✓		
Announcements and Acknowledgments by Show Announcer	✓	✓	✓	✓	Grouped together
Participation at Awards Presentation	✓	✓	✓	✓	
Promotional Material in Competitor Packs (supplied by Sponsor)	✓	✓	✓	✓	

**Your brand won't be lost on a banner —
It'll be part of the action**



SPONSORSHIP AGREEMENT



If you're looking for real visibility, authentic community connection, and a sport that turns heads, this is where your brand belongs.

Yes, I would like to be a sponsor of the Goulburn Valley Reining Horse Association Water Wheel Reining Classic to be held 11th-17th May 2026 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. **I understand that GST will be added to the level of sponsorship.**

Level of Sponsorship:

PLATINUM (\$5,000 +) (_____) **LOCAL LEGEND** (\$500)

GOLD (\$2,000) **PRODUCT SPONSOR***

SILVER (\$1000) **FRIENDS OF GVRHA** (\$250)

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

Please call Suzanne Sims (President) on 0425252964 who would be happy to chat about how we can best support your brand.