

Q19

4<sup>th</sup> – 14<sup>th</sup> April, 2019

# NATIONAL CHAMPIONSHIP SHOW

The Ultimate Equine Experience



## Sponsorship Opportunity



IT'S IN OUR BLOOD.

# **NATIONAL CHAMPIONSHIP SHOW**

The Ultimate Equine Experience

## ***SPONSORSHIP OPPORTUNITY***

The Australian Quarter Horse Association was founded in 1964 and over the years has expanded to serve a rapidly-growing and diverse industry. In addition to preserving the breed through registration guidelines and record keeping, the AQHA is also dedicated to serving each of its 6,000 Members.

### **The AQHA Mission Statement**

- To record and preserve the pedigrees of the Australian Quarter Horse while maintaining the integrity of the breed.
- To provide beneficial services for its Members, which embrace and encourage Australian Quarter Horse ownership and participation.
- To develop diverse educational programs, materials and curriculum that will position the AQHA as one of the leading organizations in the Australian equine industry.
- To generate growth of AQHA membership via the marketing, promotion, advertising and the publicity of the Australian Quarter Horse

### **OUR MEMBERSHIP...is as diverse as the horse**

**Youth** - Our Champions of Tomorrow, aged 18 years and younger

**Amateurs** - The friendly non professional competitor

**Select Amateurs** - Catering for the rider 50 years and over

**Professionals** - The trainers that provide the expertise

**The Breeders** - An integral part of our industry

**The Social Rider** - Who takes part in our Horse Back Riding Program

**Our Affiliates** - Who provide Competition, Clinics and Social activities

**General Members** - Who have an interest in our Industry

The AQHA continues to serve its growing Membership and maintain the integrity of the Studbook.



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## ***THE EVENT***

The thrill and excitement of the classes; Campdrafting, Cutting and Reining to name a few, can be enjoyed with family and friends. Through hard work and practice, competition can give participants a great feeling of satisfaction, as well as the opportunity to win trophies and awards.

Each year the AQHA hold its National Championship show - a two week long event incorporating approximately 500 competitors in the many disciplines in which the Australian Quarter Horse breed excels.

The branding Q19 is distinctive, deriving its origins from the signature letter of the Australian Quarter Horse - Q - with the 19 representing the year of the event. This branding has become synonymous with the premier Western Horse show in Australia.

The thrill and excitement of Q19 brings together a great number of AQHA members at the Australian Equine Livestock and Events Centre in Tamworth, NSW, to compete amongst the best in their disciplines.

An amazing array of Western Equine skill is displayed. Competitors and spectators alike hold their breath as the winners are announced.

The program includes Dressage, Hack, Cutting, Reining, Halter, Western Pleasure, Hunter Under Saddle and Campdrafting. The competitors' hard work and practice pays off as the feeling of satisfaction and achievement becomes real in the Q19 arena. Whether they pick up an award or not – they made it to Q19.

***Q19 is a prestigious and high profile event for your business to be positively associated with.***

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## ***THE COMPETITORS***

In recent years the AQHA has sustained considerable growth in both its Corporate and Membership base, which now numbers over 6,000 passionate Quarter Horse enthusiasts Australia wide. Sponsors are crucial to the success of AQHA events and we strongly encourage the 'support those who support us' philosophy, by promoting the use of sponsors products or services to competitors, members, spectators and all involved parties.

A point worth noting is that, although many competitors are actively involved in the Australian Quarter Horse industry and rely on their equine activities for their income, the majority participate in Western showing as a recreational pursuit and are employed in many varied occupations outside of the equine industry.

Competitors come from far and wide to compete at Q19 and are not limited to Australia. We have competitors from New Zealand and also New Caledonia! All vying for their place on the winning podium in their respective disciplines.

The National Championship show has many fun social activities for our Youth, as well as some serious competition where our Youth are all competing, not only for first place, but also for a High Point award at the end of the show.



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## ***AQHYA... CHAMPIONS OF TOMORROW!***

The Australian Quarter Horse Youth Association is dedicated to horse enthusiasts aged 18 years or younger. The AQHYA provides its members with a medium to show their Quarter Horses, educational opportunities and the possibility of selection in the Australian team for the International Quarter Horse Youth World Cup held in a different country every two years.

The AQHYA also holds The Trans-Tasman Challenge, a friendly educational competition between Australia and New Zealand.



## ***AQHA Amateurs...SERIOUSLY FRIENDLY COMPETITION!***

The Australian Quarter Horse Association Amateur Division is dedicated to the non-professional horse owner. The growth within the Amateur Division continues to go from strength to strength!

AQHA Amateurs compete in a range of classes provided exclusively for them, such as Halter, Showmanship, Western Pleasure, Trail, as well as traditional events like Hunter Under Saddle, Hunt Seat Equitation, Hack and Dressage.

A new category of Amateur has recently been introduced. The "Select" Amateur Category caters for the riders over 50 and gives them the opportunity to compete in classes in a friendly way with their own age group.



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## ***THE OPPORTUNITY***

The AQHA formally invites you to become a highly valued Sponsor of Q19 which will be held from the 4<sup>th</sup> to the 14th April, 2019. The AQHA guarantees that the high profile and prestige of the AQHA and Q19 in particular, ensures that sponsors receive maximum exposure to a target market and beyond.

The Q19 Championships will be run by a dedicated and professionally experienced team of respected industry people with a wealth of experience in all fields. We hope you will find in the following proposed Sponsorship Packages, one to suit your business.

The AQHA is confident that the value and benefits outlined in the packages offered, far outweigh the investment requested and we will strive to surpass all expectations. All packages can be tailor made to suit your individual business requirements.

## **FRIENDS OF AQHA**

\* Acknowledgement in the Q19 Official Program

**Investment: \$200.00 plus GST**

### **BRONZE SPONSORSHIP**

- Naming rights one (1) event as allocated by the AQHA
- Acknowledgement in AQHA magazine with logo on Sponsors page (this will appear in 1 issue)
- Acknowledgement in Q19 Official Program on sponsors page with logo.
- Frequent acknowledgement over the PA throughout your event
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event, which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$500.00 plus GST**



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## **SILVER SPONSORSHIP**

- Naming rights to two (2) events as allocated by the AQHA
- 1 x 1/4 page advertisement in the Q19 Official Program
- 1 x 1/4 page advertisement in AQHA magazine to be used between February and May 2019 (advert to be supplied by Sponsor)
- 1 x ½ pg magazine size advert to appear in the Live Streaming of Q19
- Frequent acknowledgement over the PA throughout the show
- Recognition on a banner supplied by the AQHA in a prominent position adjacent to the arena
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event, which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$1,000.00 plus GST**

## **GOLD SPONSORSHIP**

- Naming rights to three (3) events as allocated by the AQHA
- Naming rights to one (1) High Point Award as allocated by the AQHA
- 1 x 1/2 page advertisement in the Q19 Official Program
- 1 x 1/2 page advertisement in AQHA magazine to be used between February and May 2019 (advert to be supplied by Sponsor)
- 1 x ½ pg magazine size advert to appear in the Live Streaming of Q19
- Recognition on a banner supplied by the AQHA in a prominent position adjacent to the arena
- Frequent acknowledgement over the PA throughout the show
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event, which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$1,500.00 plus GST**

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## **RUBY SPONSORSHIP**

- Naming rights to four (4) events as allocated by the AQHA
- Naming rights of a High Point Award
- 1 x full page colour advertisements in AQHA magazine to be used between February and May 2019 (advert to be supplied by Sponsor)
- 1 x full page advertisement in the Q19 Official Program
- 2 x ½ pg magazine size advert to appear in the Live Streaming of Q19
- Frequent acknowledgement over the PA throughout the show
- Recognition on a banner supplied by the AQHA in a prominent position adjacent to the arena
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- Promotional material supplied by the Sponsor, to be inserted in competitor's packs
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event, which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$2,500.00 plus GST**

## **DIAMOND SPONSORSHIP**

- Naming rights to six (6) events as allocated by the AQHA
- Naming rights of one (2) High Point Awards as allocated by the AQHA
- 3 x full page colour advertisements in AQHA magazine to be used between February and August 2019 (advert to be supplied by Sponsor)
- 1 x full page advertisement in the Q19 Official Program
- 2 x ½ pg magazine size advert to appear in the Live Streaming of Q19
- Frequent acknowledgement over the PA throughout the show
- Sponsorship acknowledgement included in all printed material pertaining to the event
- Recognition on a banner supplied by the AQHA in a prominent position adjacent to the arena as well as your own banner on outside arena
- Promotional material supplied by the Sponsor, to be inserted in competitor's packs
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event, which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$5,000.00 plus GST**



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## **PLATINUM SPONSORSHIP**

- Naming rights to eight (8) events as allocated by the AQHA
- Naming rights of one (2) High Point award as allocated by the AQHA
- 4 x full page colour advertisements in AQHA magazine to be used between February and August 2019 (advert to be supplied by Sponsor)
- 2 x full page advertisement in the Q19 Official Program
- 2 x ½ pg magazine size advert to appear in the Live Streaming of Q19
- Frequent acknowledgement over the PA throughout the show
- Your logo on all print media, including the Q19 Official Program
- Sponsorship acknowledgement included in all printed material pertaining to the event
- Recognition on a banner supplied by the AQHA in a prominent position adjacent to the arena as well as your own banners (2) on outside arena
- Promotional material supplied by the Sponsor, to be inserted in competitor's packs
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$10,000.00 plus GST**



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## ***LIVE STREAMING ADVERTISING ONLY – 15sx PACKAGE***

- Naming rights to one (1) event as allocated by the AQHA
- 15sx advertisement during Q19 Live Streaming. (Supplied by Sponsor)
- Frequent acknowledgement over the PA throughout the show.
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$250.00 plus GST**

## ***LIVE STREAMING ADVERTISING ONLY – 30sx PACKAGE***

- Naming rights to one (2) event as allocated by the AQHA
- 30sx advertisement during Q19 Live Streaming. (Supplied by Sponsor)
- Frequent acknowledgement over the PA throughout the show
- A direct link from AQHA website (average of 1.1 million pages viewed per month) to sponsor website for 10 months from March to December 2019
- The opportunity to actively promote and market your business through a prestigious, professionally run and managed event which has wide community and media appeal. This will potentially enhance your image as a supporter of equine sport and tourism

**Investment: \$500.00 plus GST**

**Contact the AQHA office for more information on Live Streaming Advertising today.**



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## **SPONSORSHIP AGREEMENT**

Yes, my company will be a sponsor of Q19.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please return the completed booking form with payment. If periodic payment schedule is required, please contact Gemma. Final payments will be due by Friday 1<sup>st</sup> February 2019.

The Australian Quarter Horse Association  
Attn: Q19 Sponsorships,  
PO Box 979, TAMWORTH NSW 2340

Fax: 02 6762 6422 or email [aqhaevents@aqha.com.au](mailto:aqhaevents@aqha.com.au)

Payment is required by either bank deposit, cheque or credit card (Visa or Mastercard only)  
BSB: 032 621 ACCT NO: 119 369 ACCT NAME: AQHA BANK: WPAC, TAMWORTH  
REF: Your Company Name – Please forward transaction receipt by either fax or email.

Credit Card Payment Card No: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Expiry Date: \_\_\_\_\_/\_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Amount to be charged: \$ \_\_\_\_\_

I hereby authorise the AQHA to deduct the above amount from my Credit Card.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

***Type of Sponsorship, please tick whichever is applicable or contact Gemma on 02 6762 6444 to discuss alternate tailor made sponsorship packages:***

- |   |  |
|---|--|
| <input type="checkbox"/> Platinum - \$10,000 + GST                          | <input type="checkbox"/> Silver - \$1,000 + GST                            |
| <input type="checkbox"/> Diamond - \$5,000 + GST                            | <input type="checkbox"/> Bronze - \$500 + GST                              |
| <input type="checkbox"/> Ruby - \$2,500 + GST                               | <input type="checkbox"/> Friends of AQHA - \$200 + GST                     |
| <input type="checkbox"/> Gold - \$1,500 + GST                               | <input type="checkbox"/> Live Streaming Advertising Only 15sx - \$250+ GST |
| <input type="checkbox"/> Live Streaming Advertising Only 30sx - \$500 + GST |  |

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