



SASKATCHEWAN REINING  
HORSE ASSOCIATION

## 2022 SPONSORSHIP PACKAGE

Dear Sir or Madam:

On behalf of the Saskatchewan Reining Horse Association (SRHA), I would like to personally invite you to become a sponsor of our 2022 show season. This includes four Summer Series shows and our premier event, the Stakes and Futurities. Last year's events were a success, due in large part to the tremendous support of our generous sponsors! With the distinction of being the longest running reining show in Canada, the 46<sup>th</sup> Annual Stakes and Futurities will be held on October 14<sup>th</sup>-16<sup>th</sup> at Prairieland Park in Saskatoon, Sk. We would be honored if you would join us, along with our competitors and spectators, in becoming a part of this fantastic event.

The SRHA was founded in 1976, when a group of Saskatchewan horse owners and breeders worked together to organize a competition for futurity horses in reining and other western events. This became the very first SRHA Stakes and Futurities show. In 1998, due to the increase of entries in the reining, the show began to focus on reining specifically. By 2015, the show had grown substantially, and regularly hosted competitors from the prairie Provinces as well as the United States. It now offers a full slate of NRHA and SRHA classes, including our Non Pro and Open Futurities, World Para Reining, Freestyle, and Lead-Line for our youngest riders. There's no other show in Saskatchewan like this, with over \$20,000 in prize money and awards presented in 2021. In addition to cash payouts, we were able to offer custom-made belt buckles, numerous trophies and plaques, and 5 high point awards.

In addition to the Stakes and Futurities, our Summer Series consists of four regional horse shows scheduled from May to August. These shows are focused on drawing in new competitors, developing reining horses, friendly competition, and engaging our youth. The champions of the Summer Series classes are awarded trophy buckles to mark their accomplishments. A class for first time reiners as well as World Para Reining classes are also held. Additionally, Ranch Riding classes are offered on the first day of each show.

The SRHA offers sponsors an outstanding opportunity to promote your message across the horse industry, and support an organization that actively engages its youth riders. Included is an outline of the various sponsorship types and value tiers, and a list of the great benefits offered in return. We are very grateful to the individuals and organizations that support our Association and its competitors while contributing to the growth of our industry.

Sincerely,

*Dale Ginter*

SRHA President  
daleginter@gmail.com

**FUN...**

**EXCITING...**

**CHALLENGING...**

**REWARDING...**

The SRHA is affiliated with the National Reining Horse Association (NRHA), Reining Canada, and the Saskatchewan Horse Federation, to provide programs and events for riders of all skill levels. Our members include youth and adult riders of all ages and backgrounds. They come from many parts of Saskatchewan, with significant representation from Alberta and Manitoba as well. Our members are dedicated horse owners, breeders, and professional trainers who greatly invest into raising, maintaining and showing their performance horses.

### WHAT IS REINING?

Reining is a judged event designed to show the athletic ability of a ranch type horse within the confines of a show arena. In reining competition, riders are required to run one of fifteen approved patterns. Each pattern includes small slow circles, large fast circles, flying lead changes, rollbacks over the hocks, consecutive spins done in place, and sliding stops. These performances are truly exciting to watch.

**“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...” -Jim Willoughby NRHA Hall of Fame Inductee.**

Our Goals are to:

- Grow interest and awareness of the Sport of Reining through promotion and advertising.
- Provide opportunities for our members to promote and market reining horses as trainable, versatile horses, which are suitable for not only reining but a variety of equine disciplines.
- Have a youth program where youth members receive points and year-end awards by volunteering and participating at Equine Events.
- Host clinics to advance education to the public, skills of our riders and the training of horses
- Host Summer Series Shows providing a fun and inviting environment for entry level riders to come try the sport, and meet some of our experienced members and trainers.
- Host a NRHA Ancillary and Aged Horse Shows and provide opportunities for competitors to qualify for the Western Canada Regional Affiliate Championships.
- Host WPR World Para Reining Championship qualifying classes for riders with disabilities.

### 2022 SRHA Show Dates

#### Summer Series

May 21-22

June 11-12

July 16-17

August 13-14

#### Stakes & Futurity

October 14-16

All Shows will be held at  
Prairieland Park, Saskatoon.

# SRHA Sponsorship Levels & Rewards

Sponsorship Level:	Platinum	Gold	Silver	Bronze	Buckle	Friend of the SRHA
Sponsorship Value: (cash, product, or service)	\$2500+	\$1000+	\$500+	\$250+	\$200	Custom
Sponsor listed in a public display at the Stakes & Futurity	Included	Included	Included	Included	Included	Included
Logo included on streaming live feed	Included	Included				
Made official sponsor of high profile class at the Stakes & Futurity	Included					
Space to display your product at show	Included	Included				
Your company's banner displayed at show (Banner supplied by Sponsor)	Included	Included	Included	Included		
Recognition of Sponsor on website/social media	Website Link & Logo	Website Link & logo	Website Link	Website Link	Name	Name
Recognition of your company by the announcer at show	15 second Promo Spot	15 second Promo Spot	Sponsor Name	Sponsor Name	Sponsor Name	Sponsor Name
Participation at awards presentation	Optional	Optional				
Sponsor Level Selection: (Please check one)						
I Would like to contribute product or service: (Please specify)						
Sponsor Name						
Contact & Title						
Street Address			Phone Number			
City, Province, Postal Code			Email For Contact			
Website URL			Non-Profit Entity#: 290643			
Please send form and payment via <b>Email</b> to <a href="mailto:saskreining@gmail.com">saskreining@gmail.com</a> or <b>Mail</b> to: <div style="float: right; text-align: right;"> <b>SRHA</b>  <b>c/o Gloria Bell</b>  <b>RR 5, Site 1, Box 8</b>  <b>Prince Albert, SK</b>  <b>S6V 5R3</b> </div>						