

2017
Sponsorship Packet



Come Ride with Us!

“Helping People Ride a Better Horse”



WHAT IS STOCK HORSE OF TEXAS?

Stock Horse of Texas (SHTX) is a family-oriented association dedicated to “Helping People Ride a Better Horse.” Stock Horse of Texas is the oldest versatile stock horse association in the country, and we pride ourselves on an educational focus while offering a platform for riders to measure their successes.

SHTX is designed for riders of **all experience levels** to learn and compete in an environment that is friendly, affordable and fits all levels of riding. Show divisions include Youth, Novice, Intermediate Non Pro, Limited Non Pro, Junior Horse, Non Pro, and Open. SHTX also offers collegiate team and collegiate individual competitions.



Clinics are paired with almost every SHTX event. The clinics focus on creating a “broke,” functional stock horse that is a pleasure to ride. Clinics promote learning in a relaxed atmosphere that suits both beginners and experienced riders. Premier horse industry clinicians, including several World Champions, are regular teachers at our events.

Our members are DEDICATED and LOYAL.

High quality show and year-end prizes, a strong family atmosphere and a great weekend experience keep our members coming to shows regularly all year long.

Horses are the cornerstone of their recreation.

SHTX was formed in 1995 by a panel of horsemen who believed in a true ranch/stock horse. These visionary individuals based every aspect of SHOT, from our clinic program to our four-class system, on the idea of “helping people ride a better horse.”

Some of our focus includes:

- Novice clinics
- Developing partnerships between rider and horse
- One-on-one learning opportunities
- Collegiate programs
- Providing live cattle for people to practice & learn
- Affordable fun
- Learning atmosphere
- Providing competition at various levels so riders can compete against their peers



* Approx. 1,000 annual members *

* Over 4,500 subscribers to our newsletter & e-blasts *

* 200-450 people at our monthly events *

* Between 10-12 shows each year *

* About 12-15 clinics each year *

* Prestigious World Championship each fall with a Futurity & Derby *

What can SHTX do for your business?

Through a SHTX sponsorship, we will encourage our members to do business with you and direct their attention to your store and website.

Sponsorship benefits can include:

- Arena banner at SHTX events
- Special promotions for your business exclusive to our members
- Recognition in print, electronic media and announcements
- Exhibitor booth at World Championship show and/or SHTX shows
- Ads in the SHTX newsletter
- Ads in the World Championship program
- SHTX World Championship or Year End jackets
- SHTX memberships
- Customized e-blasts with advertiser content
- Customized SHTX Facebook posts with advertiser content
- Your logo and direct link on our website, stockhorsetexas.org

We work with our sponsors for mutually beneficial relationships.

Have an idea? Let us know!



Diamond ~ \$10,000 and up

- Arena Banner at all SHTX events
- Complimentary booth space at all SHTX shows & World Show
- 6 e-blasts or Facebook ads with sponsored content
- 2 Full page ads in Stock Horse Roundup newsletter and 3-1/2 page ads
- 2 SHTX Jackets
- 4 Year End Banquet tickets
- 2 SHTX Memberships
- Complimentary 1/2 pg ad in World Show program
- Your logo in all e-blasts, announcements, rule book, World Show program & at the Year End Banquet
- Your logo on the SHTX website and linked to your website

Gold ~ \$2,500 - \$4,999

- Arena Banner at all SHTX events
- Complimentary booth at World Show
- 2 e-blasts or Facebook ads with sponsored content
- 1/2 page ad in Stock Horse Roundup newsletter 2x
- 1 Year End Banquet ticket
- Your logo in all e-blasts, announcements, rule book, World Show program & at the Year End Banquet
- Your logo on the SHTX website and linked to your website

All sponsorships include announcements at our events when possible.

Platinum ~ \$5,000 and up

- Arena Banner at all SHTX events
- Complimentary booth space at all SHTX shows & World Show
- 4 e-blasts or Facebook ads with sponsored content
- 1/2 page ad in Stock Horse Roundup newsletter 4x
- 1 SHTX Jacket
- 2 Year End Banquet tickets
- 1 SHTX Membership
- Complimentary 1/4 pg ad in World Show program
- Your logo in all e-blasts, announcements, rule book, World Show program & at the Year End Banquet
- Your logo on the SHTX website and linked to your website

Silver ~ \$1,000 - \$2,499

- Arena Banner at all SHTX events
- Your logo in all e-blasts, announcements, rule book, World Show program & at the Year End Banquet
- Your logo on the SHTX website and linked to your website

Bronze ~ \$500-\$999

- Your logo in all e-blasts, announcements, rule book, World Show program & at the Year End Banquet
- Your logo on the SHTX website and linked to your website

Friend ~ \$250-\$499

- Recognition in all e-blasts, announcements, rule book, World Show program & Year End Banquet

Specific Sponsorship Opportunities

- Saddle sponsor with logo on cante -- \$18,000 (all divisions); \$3,000 (per division)
- Futurity/Derby Title Sponsor -- \$10,000
- Jacket Sponsor -- \$10,000 (all divisions); \$1,500 (per division) includes your logo on 10 jackets
- World Show or Year End Champion/Res. Champion buckle -- \$350 (per buckle)
- Year End Class Champion buckle -- \$250

World Show Division Sponsorships

- Open/Non Pro Divisions, includes awards for both go-rounds, overall & added money -- \$8,500 (per division)
- All other divisions, includes all awards for both go-rounds and overall -- \$7,500 (per division)

SHTX is a Strategic Marketing Alliance partner with AQHA, recognizing SHTX as the leader in the stock horse industry.



Here's a few major national brands who we are proud are part of our sponsorship team:



We would love for you to join us and Ride with the SHTX Brand!

