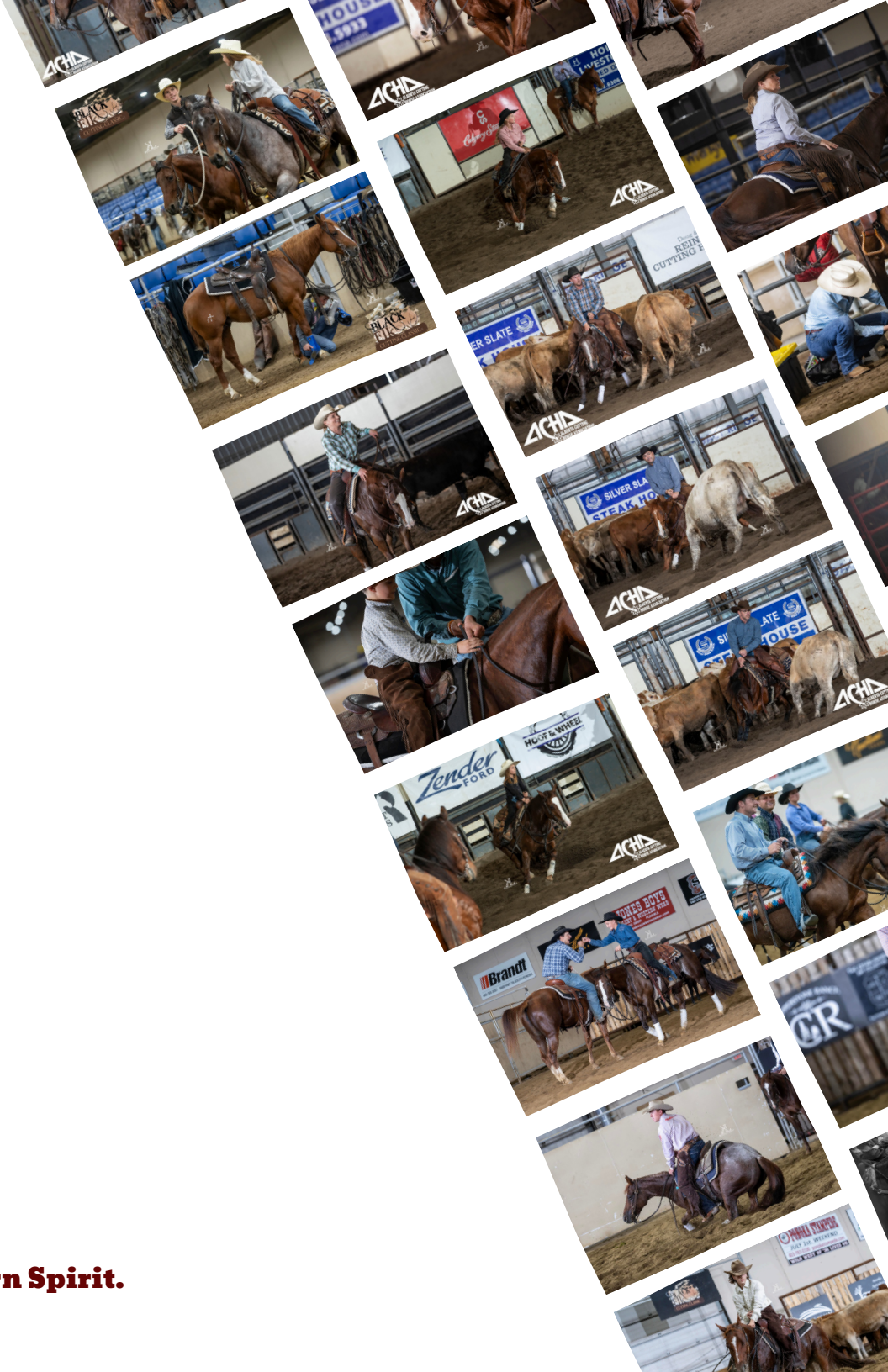


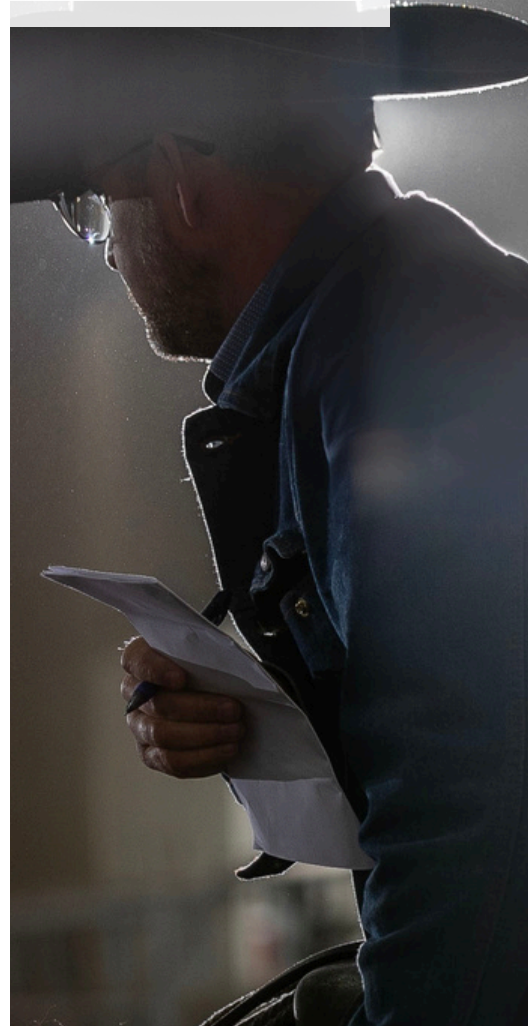


SPONSORSHIP PACKAGE 2025
Strengthening Communities, Showcasing Western Spirit.



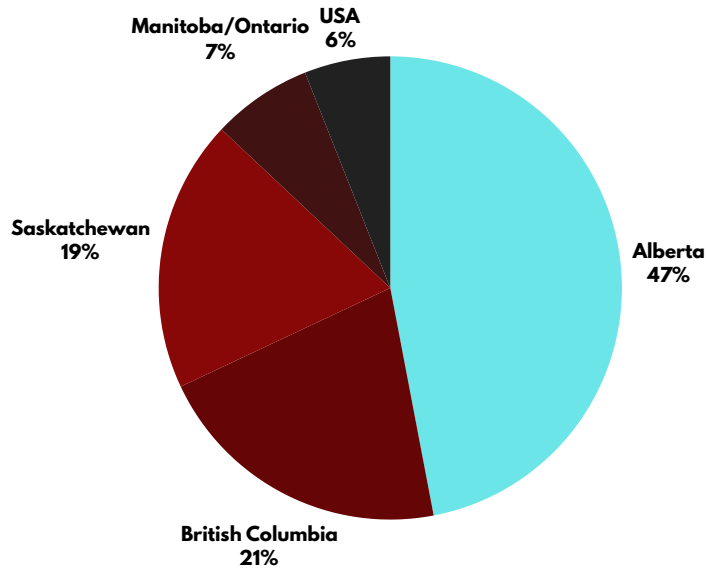


OUR BRAND



THE ALBERTA CUTTING HORSE ASSOCIATION (ACHA) IS DEDICATED TO PROMOTING THE SPORT OF CUTTING IN ALBERTA, FOSTERING EQUESTRIAN EXCELLENCE, AND CELEBRATING THE RICH HERITAGE OF WESTERN HORSEMANSHIP IN OUR PROVINCE.

The ACHA is not only Canada's largest affiliate of the National Cutting Horse Association, but is one of the largest affiliates in the world. Bringing together competitors from across Canada, and North America, to our eight shows hosted from April to September across Alberta.



Founded in 1974, the ACHA is a non-profit organization committed to:

- Hosting competitive cutting horse events across Alberta.
- Providing training opportunities for riders and horses.
- Encouraging youth and amateur participation in the sport.
- Preserving the western tradition of cattle work, horsemanship and lifestyle.

With an active membership of 300+ and events that draw hundreds of participants and spectators annually, the ACHA is a cornerstone of Alberta's equestrian community.

Our members are dedicated and deeply committed to both our organization and our supporters. They come from diverse sectors of Alberta's economy, including ranching, farming, energy, healthcare, finance, and more.



COMMUNITY IMPACT



THROUGH OUR DYNAMIC EVENTS, WE CONNECT EQUESTRIAN ENTHUSIASTS, WORLD-RENOWNED TRAINERS, LOCAL BUSINESSES, AND RURAL COMMUNITIES, CREATING LASTING ECONOMIC, SOCIAL, AND CULTURAL IMPACTS. WITH A FOCUS ON VOLUNTEERISM, YOUTH DEVELOPMENT, AND THE CELEBRATION OF WESTERN TRADITIONS, THE ACHA FOSTERS A VIBRANT, INCLUSIVE COMMUNITY WHERE PEOPLE COME TOGETHER TO SUPPORT ONE ANOTHER AND THE VALUES THAT MAKE ALBERTA UNIQUE.

- **Support Local:** Our members travel from across Western Canada to participate in our events, bringing significant economic benefits to the host communities. During shows, they actively support local businesses, including hotels, restaurants, grocery stores, and retail shops, making a positive impact on the local economy.
- **Highlighting Local Agriculture and Western Traditions:** ACHA events help promote the importance of local agriculture, ranching, and western traditions, raising awareness about the region's heritage and the vital role it plays in sustaining Alberta's economy and culture.
- **Rural Roots:** By bringing together members, spectators, and sponsors, ACHA events help strengthen community bonds, creating a sense of pride, and celebrating the unique culture and values of Alberta's rural and agricultural heritage.
- **Promoting Youth Engagement:** The ACHA's youth programs and events provide young people with opportunities to develop skills in horsemanship, leadership, and teamwork, fostering personal growth and community involvement.
- **Beyond the Barn:** The ACHA boasts a robust, dynamic website and an active social media presence, effectively connecting with its audience in meaningful ways. With over 4,500 engaged followers on Facebook and Instagram, we foster a vibrant online community that celebrates and supports our shared passion for cutting.
- **Promotions:** The ACHA embraces promotion of our sport through social media, newsletters, official photographer at events and high-quality video production through HD2 Sports.

Potential Target Audience Reach

5,000+

SPONSORSHIP OPPORTUNITIES

The ACHA is seeking to partner with dynamic organizations like yours to help create an exceptional 2025 show season, showcasing Alberta's top cutting horses, cowboys, and cowgirls. Support from our partners enables us to offer competitors the chance to participate in Western Canada's premier equine events. By joining us, you gain direct access to your target audience—an exclusive opportunity to engage with potential customers, promote your products and services, and advance your business objectives.

Sponsorship opportunities can be customized to address the specific needs of your organization. Based on investment amounts, marketing benefits include event signage, social media mentions, content sharing, corporate logo on website, event photos, give-aways, product sampling and MC acknowledgment at events. Investments range from \$250 to \$2,500+ and can be cash, product, or a combination thereof.

CLASS SPONSOR \$2,500+

BENEFITS:

- **Class Recognition:** Your company name affixed to a class.
- **Class Materials Acknowledgment:** Inclusion of your company name in the day/draw sheet, highlighting your support.
- **Live Mentions:** Promotional mentions by the event announcer during the sponsored class.
- **Event Signage*:** Company logo displayed on arena signage at all ACHA events.
(*Signage to be provided by the sponsor, with specifications supplied by ACHA)
- **Banquet Access:** Two tickets to the ACHA year-end banquet, offering an opportunity for networking.
- **Social Media Recognition:** At least four mentions on ACHA's Facebook and Instagram platforms, expanding brand awareness.
- **Website Visibility:** Logo and link featured on the ACHA website, providing ongoing online exposure.
- **Live Feed:** Inclusion of your logo on the HD2 live feed supporter reel, showcasing your brand to a broad audience.



INDUSTRY SPONSOR Up to \$1,500

BENEFITS

- **Live Mentions:** Verbal mentions by the event announcer at all shows.
- **Event Signage:** Company logo displayed on concourse signage at all ACHA events, providing brand exposure.
- **Social Media Mention:** At least two mentions on ACHA's Facebook or Instagram, highlighting your support to a broader audience.
- **Website Listing:** Your company logo included on the ACHA website with a link, providing lasting online visibility.
- **Live Feed:** Inclusion of your logo on the HD2 live feed supporter reel, showcasing your brand to a broad audience.

FRIENDS OF SPONSOR UNDER \$500

BENEFITS

- **Event Signage:** Name listing displayed on concourse signage at all ACHA events, providing brand exposure.
- **Social Media Mention:** Shout-out on social media.
- **Website Listing:** Name included on the ACHA website.
- **Live Feed:** Name listed on the HD2 live feed supporter reel, providing visibility to a wide audience.



2025 SPONSORSHIP COMMITTEE

WE LOOK FOWARD TO CONNECTING.

FOR MORE INFORMATION PLEASE CONTACT:

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