



Goulburn Valley Reining Horse Association

Buckle Up & Slide Reining Spectacular

17th – 22nd May 2021 | Tatura Park, Tatura VIC



Ken Anderson
Equine Photography

SPONSORSHIP PACK



2021 BUCKLE UP & SLIDE REINING SPECTACULAR SPONSORSHIP PACK

Dear Sir/Madam,

On behalf of the Goulburn Valley Reining Horse Association (GVRHA), I would like to personally invite you to become a sponsor of our 2021 Buckle Up & Slide Reining Spectacular. The last event was a great success due in part to the tremendous support of our sponsors! In 2021, the Show will be held 17th – 22nd May at Tatura Park Events & Exhibition Complex, 20 Hastie St. Tatura Vic.

Established in 2005, the Goulburn Valley Reining Horse Association is based in Tatura, Victoria with an active branch also located in Tasmania. A friendly and welcoming club aiming to provide a platform for the growth and promotion of Reining, we offer a variety of club events to suit those new to the sport right up to the highest non-professional and professional riders in the country. We hold several shows throughout the year including our feature event the "Buckle Up & Slide Reining Spectacular". GVRHA Tasmania run a variety of competition days and clinics to suit a range of rider levels. We are currently affiliated with the National Reining Horse Association (USA).

The GVRHA is continuing its fresh approach to sponsorship. It's not what you can do for us, it's what we can do for you! Offering a yearly sponsorship partnership, GVRHA will utilise our media platforms to give you access to the coverage you want. Our annual Buckle Up & Slide Reining Spectacular held in May is the highlight of our year, and the one event that drives everything else that we do as an association. It is one of the hottest shows on the Reining Calendar.

We can offer naming rights to each class during the event. We are also seeking a major sponsor for 2021, offering naming rights to the event in this partnership. Products and businesses are more than welcome to attend with a trade stall. Trophy horse rugs with the award and sponsor's business name embroidered on them will be presented to each class and will undoubtedly be proudly worn at multiple events nationwide for years to come. This aids in ensuring your valuable sponsorship will not be forgotten. At the conclusion of each class we bring all riders from that class back into the arena for the announcement and presentation of awards and prizes. This is a great opportunity to recognise a job well done, as well as a chance to recognise our amazing sponsors. We encourage sponsors to attend the event and be the ones to hand out the prizes and awards! Our show photographer takes photos of all presentations for us to later use in advertising. With an active Facebook page, we can share your news to a wider audience right up until the end of the season. Your advertisement will be positioned on our website and featured in our major show program along with continued mentions over the PA during the event. With over 150 competitors expected and a large spectator attendance – **what are you waiting for?**

GVRHA is one of the largest Reining clubs within Australia and attracts competitors from all states of the country, this ensures your business or product exposure is nationwide! Our Buckle Up & Slide Reining Spectacular offers sponsors an outstanding opportunity to promote your business across the horse industry and be part of a very successful event. Included in this pack is an outline of the sponsorship levels listing the great benefits offered to our sponsors. We are very grateful to the individuals and organisations that support our Association and its competitors while contributing to the growth of our industry. Feel free to select one of the predetermined sponsorship levels or contact me to tailor an individual agreement that suits your needs!

Sincerely,

Cherrie Secomb

Sponsorship Co-Ordinator | Goulburn Valley Reining Horse Assoc.
M: 0455 500 242 / E: sponsorship@gvrha.com



WHAT IS REINING?

The sport of Reining is as exciting as it gets. The signature spins and slides keep us on the edge of our seats.

Reining is a judged event designed to show the athletic ability of a ranch type horse within the confines of a show arena. Horses are judged individually as they complete one of fifteen pre-selected approved patterns.

Each pattern contains a series of manoeuvres to be executed in proper order. Those manoeuvres include small slow circles, large fast circles, lead changes, rollbacks over the hocks, 360-degree spins done in place, rundowns, backups and the signature sliding stop.

In scoring, credit is given for smoothness, finesse, attitude, quickness and authority when performing the various manoeuvres. Controlled speed in the pattern raises the level of difficulty and makes the reining horse more exciting and pleasing to watch. Increased level of difficulty is rewarded with higher scores if the manoeuvres are performed correctly.

Reining differs from other western horse sports because the horse and rider are specifically judged based on how “willingly guided” the horse completes the pattern. The philosophy of the sport is embodied in one statement: *“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 and dictated to completely”*.

The Reining judging system is recognised as the leading format for judging an equine event that combines technical and stylistic elements coupled with consideration of “degree of difficulty”. Many segments of the equine judging discipline have openly embraced the Reining judging system.

There are multiple divisions of competition offered at approved shows to enable competitors at all levels to participate, learn, and improve as they master the intricacies of one of the most exciting equine competition events. Reining shows offer several levels of competition for:

- Open riders
- Rookie and entry-level riders
- Non-Pro riders
- Youth riders
- Novice horses
- Aged event (futura, derby, and maturity) horses
- Affiliate (or local level) competitors
- Para reining – open to riders with disabilities



SPONSORSHIP PACKAGES

PLATINUM Sponsorship: \$2,000

As a PLATINUM Sponsor you receive:

- Naming rights to the event – Speak to us, let's work out a package!

GOLD Sponsorship: \$1,000

As a GOLD Sponsor you receive:

- Naming rights to one of the six prime time FEATURE Buckle classes. These classes attract the most spectators – Open Derbies, Non Pro Derbies, Futurities and Maturities.
- Advertisement featured on GVRHA's Facebook, website and largely in the official show program
- Announcements and Acknowledgements from show announcer for duration of the event
- Name recognition on trophy rug
- Access to VIP Sponsor Area
- Participation in presentation of awards and photo opportunity with class winner
- Banner/signage advertising at the event (provided by Sponsor)
- Trade stall area (3m x 3m). Please contact to discuss
- Sponsor supplied promotional material in competitor packs



SILVER Sponsorship: \$400

As a SILVER Sponsor you receive:

- Naming rights to one of the Buckle classes – Intermediate Open, Intermediate Non-Pro, Limited Open, Limited Non-Pro, Rookie Level 1, Rookie Level 2, Rookie Professional, Youth, Novice Horse classes, Prime Time Non-Pro
- Name recognition on trophy rug
- Access to VIP Sponsor Area
- Participation in presentation of awards and photo opportunity with class winner
- Advertisement featured on GVRHA's Facebook, website and largely in the official show program
- Announcements and Acknowledgements from show announcer for duration of the event
- Arena advertising – 1 banner (provided by Sponsor)
- Trade stall area (3m x 3m). Please contact to discuss
- Sponsor supplied promotional material in competitor packs

BRONZE Sponsorship: \$250

As a BRONZE Sponsor you receive:

- Naming rights to one of the GVRHA Affiliate classes – GVRHA Green Rider, GVRHA Mens, GVRHA Ladies, GVRHA Snafflebit, RA Green Rider Level 1 & Level 2
- Name recognition on trophy rug or trophy prize
- Access to VIP Sponsor Area
- Participation in presentation of prizes and photo opportunity with class winner
- Arena advertising – 1 banner
- Logo or small advertisement featured on GVRHA's Facebook quarterly for the season
- Logo or small advertisement in the official show program
- Trade stall area (3m x 3m). Please contact to discuss
- Announcements and Acknowledgements in show announcer's loops

SMALL FINANCIAL SPONSORSHIP

Chat to us – we are happy to work out an individual arrangement! You may only be after one avenue of promotion such as announcer's loop, show program or perhaps just want to have a trade stall!

PRODUCT SPONSORSHIP

Welcomed and valued! With so many varying products it's hard for us to predict your sponsorship value. Let's chat and work out an arrangement that best suits you!



SPONSORSHIP PACKAGE SUMMARY

Package	PLATINUM \$2,000	GOLD \$1,000	SILVER \$400	BRONZE \$250
Event Naming Rights	✓			
Feature Buckle Class Naming Rights	✓	✓		
Buckle Class Naming Rights			✓	
Affiliate Class Naming Rights				✓
Trade Stall Area (3m x 3m)	✓	✓	✓	✓
Access to VIP Sponsor Area	✓	✓	✓	✓
Arena Advertising – 1 Banner (supplied by Sponsor)	✓	✓	✓	✓
Show Program Advertisement	✓	✓	✓	Logo
Website / Facebook Advertisement	✓	✓	✓	Logo Quarterly
Name Recognition on Trophy Rug	✓	✓	✓	
Name Recognition on Trophy Prizes				✓
Announcements and Acknowledgments by Show Announcer	✓	✓	✓	✓
Participation at Awards Presentation	✓	✓	✓	✓
Promotional Material in Competitor Packs (supplied by Sponsor)	✓	✓	✓	



SPONSORSHIP AGREEMENT

Yes, I would like to be a sponsor of the Goulburn Valley Reining Horse Association Buckle Up & Slide Reining Spectacular to be held 17th – 22nd May 2021 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.

Level of Sponsorship:

~~SOLD~~ **PLATINUM** (\$2,000)

FINANCIAL SPONSOR*

GOLD (\$1,000)

PRODUCT SPONSOR*

SILVER (\$400)

BRONZE (\$250)

* We will contact you to discuss

Business Name: _____

Contact Person: _____

Title: _____

Address: _____

Town: _____ Post Code: _____

Phone: _____ Mobile: _____

Email: _____

Website URL: _____

Signature: _____ Date: _____

I understand that the GVRHA Buckle Up & Slide Reining Spectacular 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:

Cherrie Secomb – Email: sponsorship@gvrha.com