



2024 Sponsorship Pack - An Invitation to Sponsor

NPHA CELEBRATION

Support the NPHA, We offer 10 levels of Sponsorship! Something for everyone

[AQHA/PHAA/AAA](#)

May 15th to 19th 2024

SIEC - Horsley Park, NSW



NPHA

Invitation

The National Pleasure Horse Association of Australia was formed in 1984 by people interested in promoting the Western Pleasure and Hunter Under Saddle disciplines of the western horse industry. It has progressed today into being one of the largest western horse shows in the southern hemisphere.

The 2024 NPHA Celebration show will be held at the SIEC Indoor Arena in Sydney, NSW from Wednesday 15th of May to Sunday the 19th of May, 2024. The event will be hosted by the National Pleasure Horse Association and will be running a Multi Judge Pre Show on the 13th & 14th of May. This is a world class venue and offers all facilities for the competitor, spectator and sponsor/trader.

The 2024 NPHA Celebration show is set to again be one of the most prestigious events on the Western Horse calendar in Australia providing an opportunity to showcase the best Western Horses in the country. For over 39 years the NPHA celebration show has been attracting both locally and internationally bred horses and elite competitors. In 2024 it is estimated that the feature events and normal classes will pay out prize money in excess of \$75,000

On behalf of the NPHA Committee, it is our pleasure to invite you to participate in the 2024 NPHA Celebration. This event will be attended by approximately 250 competitors from around Australia and offers a diverse and interesting program including Halter, Lungeline, Hunter under Saddle and Western Pleasure classes for youth, amateur and open competitors to be adjudicated by renowned American and Australian judges who specialise in all aspects of the western arena.

The Celebration show is also attended by spectators from the western horse and equestrian communities, horse enthusiasts and the general public.

We are committed to making our 2024 show the best show it can possibly be, please help us to achieve this goal by supporting this wonderful show and its competitors.



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Why Sponsor

Sponsoring the 2024 NPHA Celebration show presents an opportunity for business owners to gain exposure within the western industry.

It offers your organisation:

- Marketing opportunities and national exposure during the life of the event;
- Access to hundreds of participants and spectators;
- Connections with leading industry professionals

With over 250 competitors representing the best of the Western Bred Horse (Quarter Horses, Appaloosas and Paint Horses) in Australia, sponsors have the exceptional opportunity to network and build relationships with those in the industry.

This Year the NPHA will also be hosting a 2 day Multi Judge Pre show as well as the 5 day long NPHA Celebration show.

This allows sponsors the opportunity to promote products and services to industry members during the events for a total of 7 days.

Packages have been developed to maximise exposure and activities for all sponsors and we are more than happy to tailor any of them to suit your required benefits and budget. All packages include: promotional and branding opportunities; corporate networking; and marketing opportunities.



NPHA

Sponsorship Proposals

Naming Rights Package

Our Naming Rights Sponsor is our key partner for the event and will receive high level branding and exposure including:

- Naming Rights for 2024 NPHA Celebration show (i.e. Event would be advertised and promoted as either 'The 2024 (Sponsor Name) NPHA Celebration show' or 'The 2024 NPHA Celebration show, presented by (Sponsors Name)
- Advertising and Promotion in main stream media, Instagram and Facebook reels leading up to and through the duration of event
- Advertising and Link from the NPHA website to Sponsors website
- Sponsor name, logo, pictures, products, horses on printed material used in the promotion of the event
- Preferential Stabling
- Camping Allocation to compliment if required
- Light lunch on the 15th to the 19th of May for up to 4 people
- Coffee and tea in the Sponsors area all day
- 2 Complimentary Show Catalogues
- Prime Position Trade/Promotion stand for the duration of event

Investment: \$5,500 Cash (includes GST)

Sponsorship benefits also include:

Display of sponsor brochures in the competitors office and in exhibitor bags; Daily Refreshments; PA Coverage; Premium Banner Display; advertising/promotion on NPHA website.

- Content / banner to be supplied by sponsor
- This package can be tailored to your needs.



NPHA

Sponsorship Proposals

\$20,000 3yr Old Feature WP

As a sponsor you will receive considerable exposure and recognition through the following benefits:

- Naming rights on our 3yr Old Western Pleasure Futurity
- 2 page Colour ad in Catalogue
- Banner exposure during the event (supplied by sponsor)
- 1 Trophy Buckle & Custom Sash
- Light lunch on the 15th to the 19th of May for up to 4 people
- Camping Allocation to compliment if required
- Morning and Afternoon tea supplied in the Rec room
- 2 x Complimentary event Catalogues

Already Sponsored – Thank you Consider Me Southern!

Sponsorship benefits also includes: Display of sponsor brochures in Sponsors area and in exhibitor bags; Daily Refreshments; PA Coverage; Premium Banner Display; advertising/promotion on NPHA website.

- Content / banner to be supplied by sponsor
- This package can be tailored to suit your needs



NPHA

Sponsorship Proposals

\$5000 Limited WP Feature

Or

\$5000 Jnr Horse WP Feature

As a sponsor, you will receive considerable exposure and recognition through the following benefits:

- Naming rights to our Limited WP Futurity or Jnr Horse WP Futurity
- 1 page B&W in Catalogue
- Banner exposure during the event (supplied by sponsor)
- 1 Trophy Buckle & Custom Sash
- Light lunch on the 15th to the 19th of May for up to 4 people
- Camping Allocation to compliment if required
- Morning and Afternoon tea supplied in the Rec room
- 2 x Complimentary event Catalogues

Investment: - \$2,600 Cash (includes GST)

Sponsorship benefits also includes: Display of sponsor brochures in exhibitor bags; Daily Refreshments; PA Coverage; Premium Banner Display;

- Advertising/promotion on NPHA website, Instagram and Facebook. Content / banner to be supplied by sponsor
- This package can be tailored to suit your needs



NPHA

Sponsorship Proposals

\$5000 Senior Horse WP Feature

As a sponsor, you will receive considerable exposure and recognition through the following benefits:

- Naming rights to our Senior Horse Western Pleasure Futurity
- 1 page B&W in Catalogue
- Banner exposure during the event (supplied by sponsor)
- 1 Trophy Buckle & Custom Sash
- Light lunch on the 15th to the 19th of May for up to 4 people
Camping Allocation to compliment if required
- Morning and Afternoon tea supplied in the Rec room
- 2 x Complimentary event Catalogues

Investment: - \$2,600 Cash (includes GST)

Sponsorship benefits also includes: Display of sponsor brochures in exhibitor bags; Daily Refreshments; PA Coverage; Premium Banner Display; advertising/promotion on NPHA website, Instagram and Facebook.

- Content / banner to be supplied by sponsor
- This package can be tailored to suit your needs

\$3,000 Novice Horse WP Feature

As a sponsor, you will receive considerable exposure and recognition through the following benefits:

- Naming rights to our Novice Horse WP Stakes
- 1 page B&W in Catalogue
- Banner exposure during the event (supplied by sponsor)
- 1 Trophy Buckle & Custom Sash
- Light lunch on the 15th to the 19th of May for up to 4 people
- Camping Allocation to compliment if required
- Morning and Afternoon tea supplied in the Rec room
- 2 x Complimentary event Catalogues

Investment: - \$1660 cash (includes GST)

Sponsorship benefits also includes: Display of sponsor brochures in exhibitor bags; Daily Refreshments; PA Coverage; Premium Banner Display; advertising/promotion on NPHA website, Instagram and Facebook.

- Content / banner to be supplied by sponsor
- This package can be tailored to suit your needs

Sponsorship Proposals

\$2000 Amateur Limited WP

As a sponsor, you will receive considerable exposure and recognition through the following benefits:

- Naming rights to our Amateur Limited Western Pleasure Stakes
- 1/2 page B&W in Catalogue
- Banner exposure during the event (supplied by sponsor)
- 1 Trophy Buckle
- Light lunch on the 15th to the 19th of May for up to 2 people
- Camping Allocation to compliment if required
- Morning and Afternoon tea supplied in the Rec room
- 1 x Complimentary event Catalogues

Investment: \$1210 Cash (includes GST)

Sponsorship benefits also includes: Display of sponsor brochures in exhibitor bags; Daily Refreshments; PA Coverage; Premium Banner Display; advertising/promotion on NPHA website, Instagram and Facebook.

- Content / banner to be supplied by sponsor
- This package can be tailored to suit your needs



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Sponsorship Proposals

**\$1000 Feature Event Sponsor
x 15 Classes**

- * Open Ranch Riding * Senior HUS**
- * 3yo & Under HUS * Amateur HUS * Junior HUS**
- * Maiden Horse HUS * Open Trail**
- * Yearling Lungeline**
- * 2yr Old Lungeline * Amateur WP**
- * Weanling Halter * Yearling Halter**
- * 2yo & Over Halter * Select WP**
- * Non Pro Halter**

As a sponsor, you will receive considerable exposure and recognition through the following benefits:

- Naming rights to the Features above - of your choice!
- 1/2 page B&W in Catalogue
- Banner exposure during the event (supplied by sponsor)
- 1 Trophy Buckle & Custom Sash
- Light lunch on the 15th to the 19th of May for up to 2 people
- Camping Allocation to compliment if required
- Morning and Afternoon tea supplied in the Rec room
- 1 x Complimentary event Catalogues

Investment: \$880 Cash (includes GST)

Sponsorship benefits also includes: Display of sponsor brochures in exhibitor bags; Daily Refreshments; PA Coverage; Premium Banner Display; advertising/promotion on NPHA website, Instagram and Facebook.

- Content / banner to be supplied by sponsor
- This package can be tailored to suit your needs



NPHA

Sponsorship Proposals

\$220 Performance Class Sponsor

- 1/4 page B&W in Catalogue (Supplied by Sponsor)
- Banner Display (to be supplied by sponsor)
- Morning and Afternoon tea supplied in the Rec room
- PA Coverage
- Ability to choose the events that are to receive sponsorship \$ and naming rights for that event

\$110 Halter Class Sponsor

- 1/4 page B&W in Catalogue (Supplied by Sponsor)
- Banner Display (to be supplied by sponsor)
- Coffee and tea in the Sponsors area all day
- PA Coverage
- Ability to choose the events that are to receive sponsorship \$ and naming rights for that event

\$250 High Point Sponsor

- 1/4 page B&W in Catalogue (Supplied by Sponsor)
- Banner Display (to be supplied by sponsor)
- Coffee and tea in the Sponsors area all day
- PA Coverage
- Ability to choose the events that are to receive sponsorship \$ and naming rights for that event

Product Sponsorship

General Sponsorship Amount, Starting at \$50

- PA Coverage
- Dollar amounts will be GST applicable.
- Listing in Sponsorship page in catalogue

Sponsorship Queries

For all sponsorship queries please contact

Nicole Wilson

Email: 7

Phone: 0466 501744

To confirm a sponsorship package, please complete the attached booking form and email to nicole1@ace-photo.com.au

Or post to:

2024 NPHA Sponsorship

ATTN: Nicole Wilson

Address: 180 Adams rd, Luddenham, NSW
2745



The NPHA Committee would love to have you on board in 2024 and we look forward to your support.



NPHA



SPONSORSHIP AGREEMENT

Please complete the following and email to nicole1@ace-photo.com.au An invoice will then be sent with a confirmation letter of your sponsorship level. Please write your company information as you wish for it to appear in marketing material.

Company Name:	
Contact Name:	
Address:	
Email:	
Phone:	

Sponsorship Level Selected:

Naming Rights Package – Sponsorship \$5500

\$10,000 Futurity – Sponsorship \$4,400

\$5000 Feature Event Sponsor \$2600

\$3000 Feature Event Sponsor \$1660

\$2000 Feature Event Sponsor \$1210

\$1000 Feature Event Sponsor \$880

General Sponsorship Amount: \$ _____

Performance Class or Halter Champion Sponsorship \$220

Halter Class \$110

Highpoint award sponsorship \$250

Signature: _____

Class sponsorship preference:

1.	2.	3.
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Payment is due within 14 days of signing. Promotion of sponsorship will commence upon payment in full

Method of Payment:

Company Cheque enclosed (Make payable to NPHA)

Direct Deposit

Visa or Mastercard.

Account Name: National Pleasure Horse Association

Bank: Westpac

BSB: 032 278

Account Number: 403505

CreditCard:

Name on card:	
Card number:	
Total:	Expiry date:
Signature:	

**Please note: A merchant fee of 1.45% will be added to all credit card payments

Return the Form to:

2024 NPHA Sponsorship

ATTN: Nicole Wilson

Address: PO Box 9, Luddenham NSW 2745

Email: nicole1@ace-photo.com.au