



**2010
SPONSORSHIP
OPPORTUNITIES**

*National Reining
Breeders Classic*

A white silhouette of a reiner on a horse, performing a sliding stop, with a lasso trailing behind the horse.

It's Much More Than Just A Horse Show!

The National Reining Breeders Classic will return to Texas in 2010 for the 13th anniversary of the prestigious event.

During the extraordinary seven-day show, reiners from all over the world will compete for their share of the record-breaking million dollar payout!

This showcase event will be held April 12-18 at the Great Southwest Equestrian Center in Katy, just west of Houston. As in the past, the NRBC is expected to attract attendees that include domestic and international contestants, owners and spectators, local equine enthusiasts and targeted media.

The 2010 NRBC Show will feature seven days of reining competition, a large trade show area for display and sampling, and a variety of hospitality venues and social events to entertain clients and guests. From the time everyone arrives for paid warm-up days and enjoys the laid-back atmosphere, they can tell this show is different, offering plenty of in-arena opportunities for schooling horses without having to stay up all night long.

That makes more time for fun, and the NRBC provides that- from Reiner's Golf to NRBC Texas Hold'em, to a delicious cup of coffee at the "Life is Good" Coffee Shop, to the sumptuous Hasta La Pasta food at the draw and victory parties. From mountains of chocolate to quality time with old friends and new to the occasional surprise event, it's all part of the NRBC experience – and each year there's something new to enjoy!

Because of its great purses and unique nature, the NRBC attracts a broad cross-section of the equine media world, and it is featured in countless magazines and newspapers around the globe. In 2010, the NRBC Classic Finals is slated to again be broadcast of RFD-TV on Wide World of Horses.

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Reining competitions are thrilling events for spectators. They include multiple divisions of competition to enable riders at all levels and horses at various stages of skill to participate, learn and improve as they master the intricacies of one of the most exciting equine sports, ever. The NRBC Show includes classes for world class reiners as well as kids and entry-level contestants.

Open Classic Competition will feature OVER 200 riders in Open, Intermediate Open, Limited Open and Level 1 Open competition.

The NRBC also showcases a large slate of NRHA ancillary events to help exhibitors qualify for NRHA year-end awards. From the \$25,000 Added Open reining to the Short Stirrup class for reiners age 10 and under, it's all there at the NRBC.

***Everybody is
Somebody at the
NRBC!***

What is the National Reining Breeders Classic?

The National Reining Breeders Classic is, quite simply, the most successful show and stallion incentive program in performance horse history. Enrolled foals from subscribed stallions are eligible to compete for big money as 4-, 5- and 6-year olds.

Born in the fall of 1997, when a group of reining breeders created a stallion incentive program named the National Reining Breeders Cup, the entity's first goal was an enrollment of 100 stallions. That number was quickly surpassed and the list of sires enrolled began to read like a Who's Who of the reining industry. Currently there are around 300 stallions enrolled in the NRBC.

Foal enrollments followed suit, and the enrollment numbers have spiked steadily upward each year, with over 23,371 total foals enrolled.

The first show was held at the Lazy E Arena in Guthrie, Oklahoma in 1998 and it was an instant classic, setting the stage for the name change later that year to National Reining Breeders Classic. The show was held at the Lazy E for the first three years, then moved to its current home at the Great Southwest Equestrian Center in Katy, Texas, where it has resided since.

In the beginning , the show was for 4- and 5-year-old reining horses, but later it was expanded to include all horses age four through six. It is the most lucrative place to show horses of this age, with the show paying out over \$1 million each year from 2005 through the record-breaking 2009 event.

Horse show classes that take place at the NRBC are sanctioned by the National Reining Horse Association and earnings from the Classic itself, count toward NRHA Lifetime earnings records. Additionally, each year the NRBC hosts a United States Equestrian Federation qualifying event.

In 2008, the NRBC Non Pro Classic became the largest Aged Event Non Pro class in NRHA history.*

**Unofficially*

2010 SPONSORSHIP OPPORTUNITIES



100% of each year's foal enrollment dollars go to added money of the show four years later. In other words, the 2010 show added money comes from the 2,572 foals that were enrolled in 2006. The 2010 foal money will be used for the 2014 event.

NRBC Foal Enrollments

1997 - 1,003
1998 - 1,262
1999 - 1,538
2000 - 1,678
2001 - 1,617
2002 - 1,943
2003 - 1,896
2004 - 2,230
2005 - 2,426
2006 - 2,580
2007 - 2,714
2008 - 2,763

**A Success from
the Beginning!**

2010 Sponsorship Opportunities

The National Reining Breeders Classic offers sponsorships to fit any marketing plan. All sponsorships provide high profile identification with the highest added money reining in the world. Sponsorships can be customized to create a program that is mutually beneficial. The NRBC will work with each sponsor to create a sponsorship package that will integrate its presence into the event, fit its marketing plan and create industry buzz.

Patron Sponsor

1. Full page color Ad in 2010 NRBC Yearbook
2. Full page full color Ad in 2010 NRBC Show Program
3. Full Page B/W Ad in NRBC 2010 Premium Booklet
4. 25% Discount on Additional Paid Advertising in NRBC Publications
5. Name and Logo inclusion in selected NRBC National Advertising, and National Promotion – including RFD-TV's Wide World of Horses
6. Logo and Link on NRBC Web Site Home Page
7. Visibility at NRBC Booth at NRHA Futurity & Derby
8. Distribution of Promotional Materials from NRBC Booth at NRHA Futurity and NRHA Derby, and any other booth locations
9. Name Inclusion in selected Press Releases sent year-round
10. Major Championship Awards Presentations Participation
11. Press release featuring sponsor
12. Two Banners in each arena
13. Priority Announcer and Scoreboard Recognition
14. Vendor Booth Space
15. Premier reserved sponsor tables
16. 12 Passes to Sponsor area for duration of show including admission to sponsor-only events including:
 - Dun Gotta Gun USEF Reception
 - Texas Star Bank Finals Day Brunch
 - Cinder Lakes Ranch Open Finals Reception
17. Thirty-second commercial (provided by sponsor) to run on RFD-TV Broadcast on Wide World of Horses
18. Priority for paid warm-ups based on sponsorship level
19. Priority for RV Parking based on sponsorship level (only if space is reserved by February 1.)

Cost: \$10,000

2010 SPONSORSHIP OPPORTUNITIES



The premiere designation for NRBC Sponsorship is that of Patron Sponsor.

Our Patron Sponsors lead the NRBC Supporter Family

Since all the NRBC Foal Money and 70% of the Stallion Money go into the NRBC Purse each year, we depend on our NRBC Sponsors for the support to make the NRBC a truly special show.

Thanks to the generosity of our sponsors, the NRBC is second to none!

Extra Exposure on the Annual NRBC Commemorative Video Sent to all Stallion Owners

2010 Sponsorship Opportunities

The National Reining Breeders Classic offers sponsorships to fit any marketing plan. All sponsorships provide high profile identification with the highest added money reining in the world. Sponsorships can be customized to create a program that is mutually beneficial. The NRBC will work with each sponsor to create a sponsorship package that will integrate its presence into the event, fit its marketing plan and create industry buzz.

Gold Sponsor

1. **Full Page Full Color Ad in 2010 NRBC Yearbook or 2010 NRBC Program**
2. **Full Page B/W Ad in NRBC Premium Booklet**
3. **20% Discount on Additional Paid Advertising in NRBC Publications**
4. **Name Inclusion in selected NRBC National Advertising**
5. **Link on NRBC Web Site**
6. **Visibility at NRBC Booth at NRHA Futurity & Derby**
7. **Name Inclusion on Selected Press Releases Sent Year-round**
8. **One Banner in each Arena**
9. **Frequent Announcer and Scoreboard Recognition**
10. **Awards Presentations Participation**
11. **Two VIP Parking Passes**
12. **6 Passes to Sponsor area for duration of show, including admission to sponsor-only events including:**
 - **Dun Gotta Gun USEF Reception**
 - **Texas Star Bank Finals Day Brunch**
 - **Cinder Lakes Ranch Open Finals Reception**
13. **Name inclusion on RFD-TV Broadcast of Wide World of Horses**
14. **Reserved Sponsor Table in sponsor area**
15. **Priority for paid warm-ups based on sponsorship level**
16. **Priority for RV Parking based on sponsorship level (only if space is reserved by February 1)**

Cost: \$5,000

2010 SPONSORSHIP OPPORTUNITIES



Our Gold Sponsors are the mainstay of the NRBC Program. Their strong commitment to this event helps the NRBC continue to be everyone's favorite reining show.

Since all the NRBC Foal Money and 70% of the Stallion Money go into the NRBC Purse each year, we depend on our NRBC Sponsors for the support to make the NRBC a truly special show.

Thanks to the generosity of our sponsors, the NRBC is second to none!

Extra Exposure on the Annual NRBC Commemorative Video Sent to all Stallion Owners

2010 Sponsorship Opportunities

The National Reining Breeders Classic sponsorships provide high profile identification with the highest added money reining in the world.

Silver Sponsor

1. **Half page full color Ad in 2010 NRBC Yearbook or 2010 NRBC Program**
2. **Fourth page B/W Ad in NRBC Premium Booklet**
3. **20% Discount on Additional Paid Ads in NRBC Publications**
4. **Name inclusion in selected NRBC National Advertising**
5. **Visibility at NRBC Booth at NRHA Futurity & Derby**
6. **One Banner in Upper Level of Main Arena**
7. **Announcer and Scoreboard Recognition**
8. **4 Passes to Sponsor area for duration of show and admission to sponsor-only events including:**
 - **Dun Gotta Gun USEF Reception**
 - **Texas Star Bank Finals Day Brunch**
 - **Cinder Lakes Ranch Open Finals Reception**
9. **Name inclusion on RFD-TV Broadcast of Wide World of Horses**
10. **Priority for paid warm-ups based on sponsorship level**
11. **Priority for RV Parking based on sponsorship level (only if space is reserved by February 1)**

Cost: \$3,000

Crystal Sponsor

1. **Half Page Black & White Ad in 2010 NRBC Yearbook or 2010 NRBC Program**
2. **Listing in the 2010 NRBC Premium Booklet**
3. **15% Discount on Additional Paid Advertising in NRBC Publications**
4. **Name Inclusion in Selected NRBC National Advertising and in NRBC Booth at NRHA Futurity & Derby**
5. **One Banner in Coliseum designated areas**
6. **Announcer and Scoreboard Recognition**
7. **Two Passes to Sponsor area for duration of show and admission to sponsor-only events including:**
 - **Dun Gotta Gun USEF Reception**
 - **Texas Star Bank Finals Day Brunch**
 - **Cinder Lakes Ranch Open Finals Reception**
8. **Name inclusion on RFD-TV Broadcast on Wide World of Horses**
9. **Priority for paid warm-ups based on sponsorship level**
10. **Priority for RV Parking based on sponsorship level (only if space is reserved by February 1)**

Cost: \$1,250

2010 SPONSORSHIP OPPORTUNITIES



NRBC Silver & Crystal Sponsors are the backbone of this event.

Since all the NRBC Foal Money and 70% of the Stallion Money go into the NRBC Purse each year, we depend on our NRBC Sponsors for the support to make the NRBC a truly special show.

Thanks to the generosity of our sponsors, the NRBC keeps providing Silver Buckles and Sweet Memories!

Extra Exposure on the Annual NRBC Commemorative Video Sent to all Stallion Owners

2010 Sponsorship Opportunities

The National Reining Breeders Classic offers sponsorships to fit any marketing plan. All sponsorships provide high profile identification with the highest added money reining in the world.

Designated Sponsorship

NRBC Designated Sponsorships are an economical way to become involved with the event and the organization. They include buckle and trophy sponsorships – and provide the following amenities.

- 1. 2 Passes to Sponsor area for duration of show and admission to sponsor-only events including:
 - Dun Gotta Gun USEF Reception*
 - Texas Star Bank Finals Day Brunch*
 - Cinder Lakes Ranch Open Finals Reception**
- 2. Name inclusion on RFD-TV Broadcast on Wide World of Horses*
- 3. Name listing in NRBC publications and on NRBC Web Site*
- 4. Priority for paid warm-ups based on sponsorship level*
- 5. Priority for RV Parking based on sponsorship level (only if space is reserved by February 1)*

Cost: \$750

2010 SPONSORSHIP OPPORTUNITIES



Thanks to our designated sponsors. Each helps to make the NRBC a great show!

Since all the NRBC Foal Money and 70% of the Stallion Money go into the NRBC Purse each year, we depend on our NRBC Sponsors for the support to make the NRBC a truly special show.

Thanks to the generosity of our sponsors, the NRBC is second to none!

Extra Exposure on the Annual NRBC Commemorative Video Sent to all Stallion Owners

2010 SPONSORSHIP OPPORTUNITIES



NRBC Sponsors receive exposure year-round.

Besides exposure at the show and on the web site, there are six important publications or programs created each year:

NRBC Yearbook

NRBC Show Program

NRBC Premium Book

NRBC Newsletter

Wide World of Horses Program on RFD-TV

Annual NRBC Video/DVD

NRBC Marketing

The National Reining Breeders Classic is marketed in an integrated campaign that includes regular press releases, paid media, publicity, promotion with sponsors, a well established web site, and several media partners, exposure on the Annual Video plus on RFD-TV's Wide World of Horses, as well as a handful of NRBC Publications - the Yearbook, the NRBC Program, the NRBC Premium Book and the NRBC Annual Bulletin.

Estimated Visibility

Item	Quantity	Days	Audience	Impressions
Event Banner	2	7	1100	15,400
Promotion Ads	15	2	60000	1,800,000
Program	2,500	7	2	35,000
Premium Book	2,100	1	2	4,200
Yearbook	5,000	1	2	10,000
Newsletter	3,500	1	2	7,000
Signage at NRHA Events	4	10	8000	320,000
Branded on-site signs	2	360	833	600,000
Flyers/Post Cards	2,100	2	2	8,400
Web Listing	1	360	40	14,400
Live Internet Feed	8	7	1250	70,000
Media Releases	25	4	200	20,000

Total

Almost 3 MILLION IMPRESSIONS

Add to the above impressions, RFD Television's 28 million potential viewers. The show will air a total of 6 times for an impressive amount of exposure for sponsors.

In addition to the RFD-TV Television program a DVD of the event is created each year and distributed to all enrolled stallion owners. The DVD is also available for sale through the NRBC booth at the NRHA Derby and Futurity.

The Flavor of the NRBC

Trade Show, Parties & Lots of Shattered Records

The NRBC trade show bridges the two competition arenas at the Great Southwest Equestrian Center. Diverse products and services are offered to all exhibitors and spectators throughout the days of the show.

Saddles and tack of all types and brands are on display, beautiful furniture, home décor, boots, clothes, and one-of-a-kind jewelry will be offered for sale. All spectators for the weeklong event can attend the trade show.

Hospitality and VIP Entertaining Opportunities

The NRBC offers several highly entertaining opportunities for you and your guests to enjoy.

Events for Everyone

Point Bank Welcome Party

Platinum Performance Non Pro Draw Party

Quarter Horse News Victory Party

Reiners Golf

Pierce Performance Horses Texas Hold'em Tournament

Special events for Sponsors only:

Dun Gotta Gun USEF Reception

Texas Star Bank Finals Day Brunch

Cinder Lakes Ranch Open Finals Reception

Summary/Pervasive Market

Audience: Upscale, Affluent and Loyal

Based on projections from the last ten years of the NRBC as well as a continued aggressive marketing plan, the NRBC event organizers expect over 1,000 horses will enter the competitions. An expected crowd of over 4,500 contestants, fans, owners, riders, and trainers will attend and their stay can extend up to nearly two weeks because of pre-event activities that start almost a week before the actual classes begin.

2010 SPONSORSHIP OPPORTUNITIES



At the 2008 NRBC Records were broken! Topsail Whiz became the first stallion with foals earning over \$1 million at the NRBC alone!

Shawn Florida became the NRBC's all-time leading rider.

The NRBC Show has now paid out over \$10 million dollars!

Something For Everyone at NRBC

The Impact of the NRBC

Horses are BIG Business

A recent study by Deloitte Consulting, LLC reported the impact the equine market has on today's economy. Horses are big business with about 4.6 million people involved in the horse industry in some ways, as owners, employees, service providers or volunteers.

Number of horse owners 2,000,000

Number of owners involved in breeding 238,000

Number involved in competition 481,000

Number involved in other activities 1,100,000

Number of service providers 119,000

Number of full- and part-time employees 702,000

Number of family members and volunteers 2,000,000

In America, 1 out of every 63 Americans is involved with horses.

The Texas horse industry produces goods and services valued at \$3 billion dollars (\$3,000,000,000).

The national industry has a \$5.2 billion (\$5,200,000,000) impact on the Texas economy when the multiplier effect of spending by industry suppliers and employees is taken into account. Accounting for off-site spending of spectators would result in an even higher figure.

There are 455,600 Texans involved in the industry as horse owners, service providers, employees and volunteers. Even more participate as spectators.

The Texas horse industry directly provides 32,200 full-time equivalent (FTE) jobs. Spending by suppliers and employees (in Texas and other states) generates additional jobs in Texas for a total employment impact of 96,300.

There are 979,000 horses in Texas, over 60 percent of which are involved in showing and recreation.

2010 SPONSORSHIP OPPORTUNITIES



The economic impact of the National Reining Breeders Classic just on the local community is impressive.

Number of horses competing in Event = 1,200

**Times the number of people attending
x 3 people per horse**

Equals the Total Number of People Per Day = 3,600

**Times Average Days in Town for Event
x 9 days**

**Equals the Total People During Event
32,400 people-days**

**Times Per Diem per Person
X \$140 per day**

**Equals Total Direct Economic Impact
\$4,536,000**

Times roll-over

**TOTAL
Over \$18 Million**

Reining Horse World Demographics

National Reining Horse Association (NRHA) members most often own a farm or a ranch, the mean value of which (land, facilities, and equipment used for horses) is over \$632,000.

The average age of the NRHA member is 46.9 years. That average member is married, lives in a rural setting, and earns the majority of his/her income in a profession other than the horse industry.

There are over 14,000 NRHA members worldwide. The average member is most likely a horse owner, breeder, competitor, or spectator; and will attend 1 to 5 NRHA approved shows per year.

The average member is most likely to have been involved in showing and riding prior to joining the NRHA.

The average number of horses owned by members is 8.8 and the average number of horses managed is 12.5. The mean value of horses owned is \$133,000 and the mean value of horses managed is \$164,920.

Over half of NRHA members have at least a bachelor's degree and nearly 20% have earned a graduate or professional degree.

Over 40% of NRHA Members report a gross income of over \$100,000.

The average number of credit cards held by members is 3.2. The majority report they do not maintain a carry-over balance on any cards.

2010 SPONSORSHIP OPPORTUNITIES



Reining is growing, made up of National Reining Horse Association members worldwide.

The NRBC is the Largest Added Money Reining in the entire world.