

January 18, 2016

Dear National Reined Cow Horse Association Member:



**A permanent reminder of a temporary feeling.**

That is the purpose of the saddles, trophies, buckles, jackets and other prizes awarded for National Reined Cow Horse Association Premier Event Championships and top placings. While the adrenaline rush and the face-splitting grin eventually subside after the win picture is taken, the awards never fade away.

If you are one of the owners and/or riders who has captured a NRCHA Premier Event title, you already know how happy memories come flooding back when you look at the C.R. Morrison Trophy on the shelf, or when you cinch up your championship saddle on your favorite cow pony. You have felt the tickle of pride that goes along with wearing your NRCHA belt buckle and sliding your arm into the sleeve of your trophy jacket.

Maybe you are still chasing those dreams and have your sights set on a NRCHA prize during the show season ahead. In any case, we want to make sure that all our 2016 NRCHA Premier Event Champions and top finishers have enduring, quality awards to cherish. After all, we reined cow horse people deserve it! Our sport is one of the most challenging, so shouldn't it be one of the most rewarding?

Please consider this letter our invitation to join the group of NRCHA Premier Event Award Sponsors who not only bring those competitors' dreams to life - but keep them alive long into the future, after the show is over.

We are recruiting sponsors for all of our 2016 Premier Events:

**Celebration of Champions/World's Greatest Horseman:** Feb. 12 - 20, 2016, Fort Worth, Texas

**Stallion Stakes:** March 27 - April 2, 2016, Las Vegas, Nevada

**Derby:** June 13 - 19, 2016, Paso Robles, California

**Snaffle Bit Futurity & Hackamore Classic:** September 18 - October 1, 2016, Reno, Nevada.

We appreciate our sponsors! Sponsors at the 2016 Celebration of Champions/World's Greatest Horseman will receive our customary sponsor recognition in print and electronic media, as well as tickets to the World's Greatest Horseman Finals. And if you sponsor ANY NRCHA Premier Event, including the Snaffle Bit Futurity, you will enjoy Snaffle Bit Futurity perks, including: preferred SBF Finals seating, Hall of Fame Banquet tickets and on-site recognition during the event.

We hope you'll join us! The 2016 season is shaping up to be a great ride.

Contact Kelley Hartranft for details on how to confirm your sponsorship benefits. 940-488-1498 or [kelleyh@nrcha.com](mailto:kelleyh@nrcha.com).

## 2016 NRCHA Premier Event Sponsor Levels

The sponsor of a **SADDLE** (\$3,000) receives the following amenities:

- Four general admission seats for the World's Greatest Horseman Finals
- Four tickets to the Year End Banquet
- Four reserved seats for the duration of the Snaffle Bit Futurity
- Four tickets for the Hall of Fame Banquet
- One Snaffle Bit Futurity parking pass and Snaffle Bit Futurity Program

The sponsor of a **GOLD BUCKLE** (\$1,500) receives the following amenities:

- Four general admission seats for the World's Greatest Horseman Finals
- Two tickets to the Year End Banquet
- Four reserved seats for the duration of the Snaffle Bit Futurity
- Two tickets for the Hall of Fame Banquet
- One Snaffle Bit Futurity parking pass and Snaffle Bit Futurity Program

The sponsor of a **SILVER BUCKLE** (\$1,000) receives the following amenities:

- Two general admission seats for the World's Greatest Horseman Finals
- Two tickets to the Year End Banquet
- Two tickets for the Hall of Fame Banquet
- Two reserved seats for the duration of the Snaffle Bit Futurity
- One Snaffle Bit Futurity parking pass and Snaffle Bit Futurity Program

The sponsor of a **BRONZE BUCKLE** (\$750) receives the following amenities:

- Two general admission seats for the World's Greatest Horseman Finals
- Two tickets to the Hall of Fame Banquet or Year End Banquet
- Two reserved seats for the duration of the Snaffle Bit Futurity
- One Snaffle Bit Futurity parking pass and Snaffle Bit Futurity Program

The sponsor of a **Resin CR Morrison Trophy** (\$500) receives the following amenities:

- Two general admission seats for the World's Greatest Horseman Finals
- Two reserved seats for the duration of the Snaffle Bit Futurity
- One Snaffle Bit Futurity parking pass and Snaffle Bit Futurity Program

The sponsor of a **CR Morrison Plaque** (\$100) receives the following amenities:

- Two general admission seats for the World's Greatest Horseman Finals
- One Snaffle Bit Futurity parking pass and Snaffle Bit Futurity Program

There are custom sponsorships available as well to meet your needs. Please contact Jay directly if you wish to discuss sponsoring a specific day or division, 940-488-1500.

# Sponsorship Response Form

Please return to: NRCHA 1017 N Hwy 377, Pilot Point, TX 76258  
Fax: 940-488-1499 or email [kellelyh@nrcha.com](mailto:kellelyh@nrcha.com)

Past sponsors have seniority in requesting specific buckle and saddle sponsorships. If you have a specific buckle or saddle in mind, please call us at 940-488-1500. Please fill out and return this form to the address above no later than February 10, 2016.

**I would like to be a sponsor! Choose the show(s) and level below.**

- Celebration of Champions/World's Greatest Horseman**  
Feb. 12 - 20, 2016, Fort Worth, Texas
- Stallion Stakes**  
March 27 - April 2, 2016, Las Vegas, Nevada
- Derby**  
June 13 - 19, 2016, Paso Robles, California
- Snaffle Bit Futurity & Hackamore Classic**  
September 18 - October 1, 2016, Reno, Nevada.

## 2016 Sponsorship Levels

- Saddle Sponsor \$3,000**
- Gold Buckle \$1,500**
- Silver Buckle \$1,000**
- Bronze Buckle \$750**
- CR Morrison Trophy \$500**
- Morrison Plaque \$100 (Celebration of Champions only)**

Preferred class or division to sponsor: \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

***Again, we thank you for your support of the NRCHA. If you have any questions, please give us a call at 940-488-1500***