



PAINT HORSE
ASSOCIATION
OF AUSTRALIA



2024 PHAA NATIONAL CHAMPIONSHIPS SHOW

SPONSORSHIP PACKAGE

WHO WE ARE



ABOUT US

The Paint Horse Association of Australia was formed in 1973 as a breed registry and association to provide members with record keeping of the paint horse breed here in Australia.

We strive to provide our members with a fun, inclusive and progressive association, bringing people together that share a passion for the paint horse breed.

1200
PHAA MEMBERS

5000+
SOCIAL FOLLOWERS

20,000
REGISTERED HORSES

1500
NATIONAL SHOW
ENTRIES



OUR PURPOSE

OUR VISION

Our vision is to be the game changer of our industry and secure the future of the paint horse breed here in Australia; proactively developing fresh and exciting incentives to offer our members 'more than a membership'.

OUR MISSION

We strive to provide our members with a fun, inclusive and progressive association, bringing people together that share a passion for the paint horse breed.

#PAINTYOURRIDE



EVENT OVERVIEW



CHAMPIONSHIPS

Our National Championship Show is hosted annually at the Australian Equine & Livestock Centre in Tamworth, NSW. Held over 7 days, the best horses and riders in the country come together to compete for a national title in over 220 events across halter, western pleasure, dressage, reining, hunter under saddle, ranch riding and trail classes.

We provide our competitors and spectators a fun, family friendly and inclusive week of horse showing and social activities to bring all together to share their love of the paint horse breed.

RECENT SUCCESS

With 1500 entries and 186 horses entered, the 2023 National Championships Show was the biggest western performance show of the year! The show received amazing coverage on social media, reaching over 20,000, with people tuning in from all over the country. The event was also promoted by local media with multiple television and radio coverage, giving even more exposure to our event.

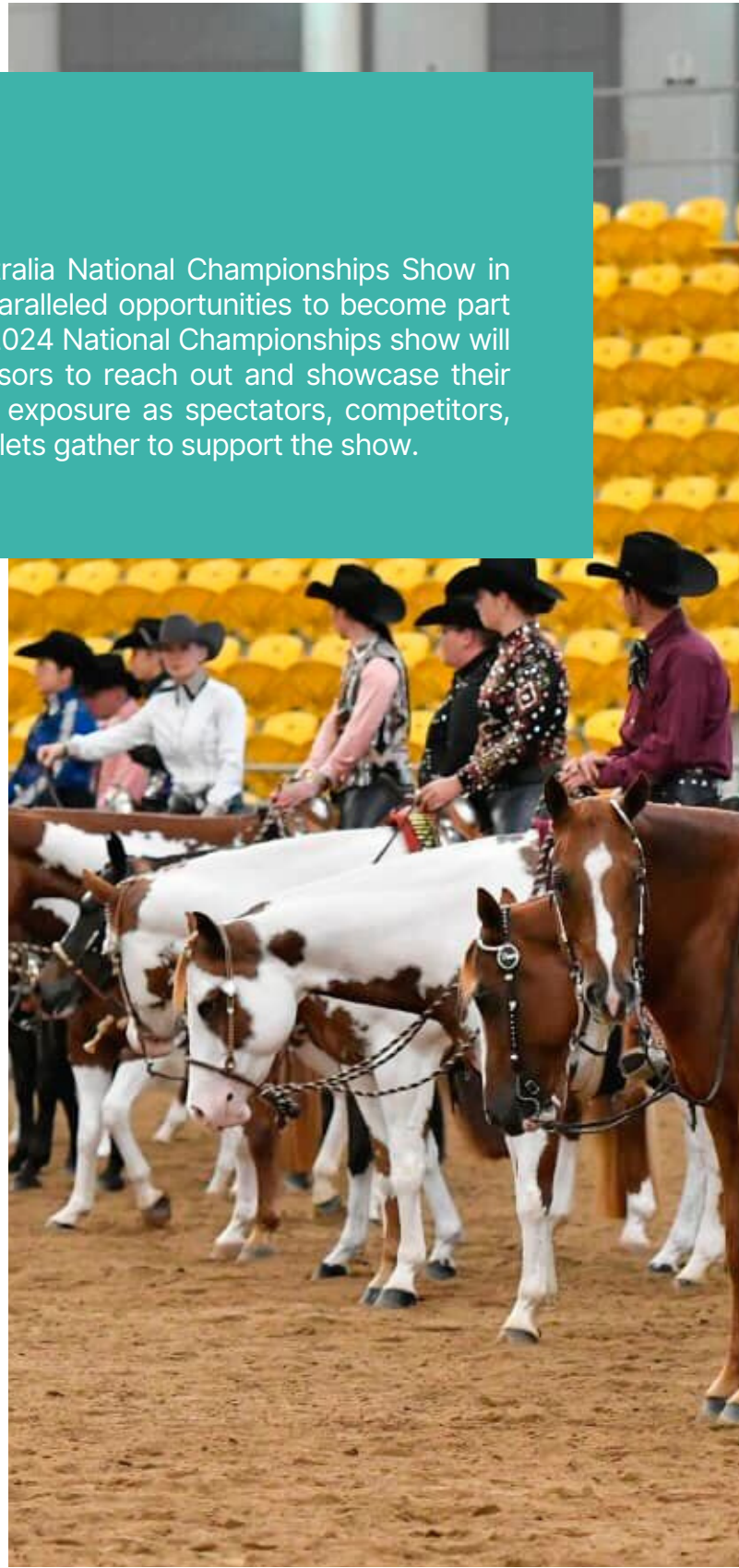
WHY CHOOSE US?

THE BENEFITS

The Paint Horse Association of Australia National Championships Show in 2024 will provide sponsors with unparalleled opportunities to become part of our industry's biggest event. The 2024 National Championships show will be an exceptional platform for sponsors to reach out and showcase their brand. Sponsors can gain maximum exposure as spectators, competitors, social media following, and media outlets gather to support the show.

ADDITIONAL BENEFITS

- + High visibility & brand recognition through event signage, website, social media campaigns & press releases.
- + Access to a large network of potential customers in the equine industry.
- + Opportunity to showcase products & services directly to attendees.
- + Increased exposure for your company within the Paint Horse Association of Australia community.
- + Ability to reward loyal customers with exclusive offers or discounts at the show.





HOW YOU CAN HELP

The Paint Horse Association of Australia's National Show in 2024 offers a range of sponsorship packages to suit the needs and budget of any business.

Each package tier provides unique benefits for sponsors, from increased visibility within the Paint Horse Association community to exclusive rewards and discounts for customers.

With our various tiers, you can choose the level that best matches your marketing objectives and ROI goals.

"OUR GOAL IS TO MAKE THE 2024 NATIONAL CHAMPIONSHIPS SHOW BIGGER & BETTER WITH THE SUPPORT OF OUR SPONSORS."

GAIL SHAW - PHAA PRESIDENT

A RETURN ON INVESTMENT

The Paint Horse Association of Australia's National Championship Show in 2024 offers an excellent opportunity for sponsors to increase their brand recognition and reach potential new customers.

With increased visibility, sponsors can expect to experience a return on investment with more leads, sales, and engagement with the industry.

View our packages on the following page to see how your business can get behind our 2024 National Championships Show!

PACKAGES

Corporate

\$10,000

SHOW NAMING RIGHTS

BRAND EXPOSURE AT THE VENUE

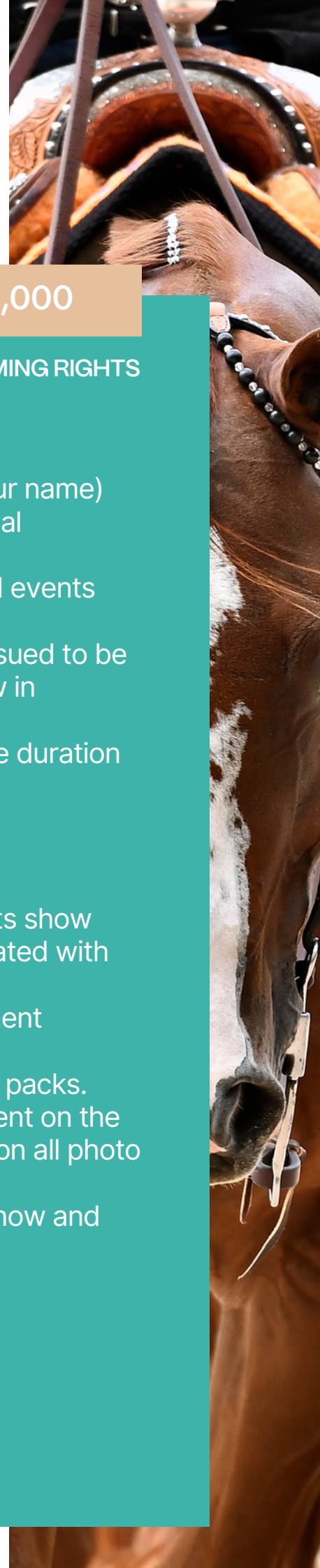
- + Naming rights of show on all media ie 'The (your name) Paint Horse Association of Australia 2024 National Championships Show'.
- + Participation in trophy presentation of selected events and photo opportunities with the winners.
- + Arena advertising with company banners as issued to be displayed inside or outside the arena at the show in prominent positions.
- + Tailored public address announcements for the duration of the event.

DIGITAL, PRINT & MEDIA ADVERTISING

- + Recognition and promotion as the naming rights show sponsor in all print and media advertising associated with the National Show.
- + 2 Full page business advert printed in a prominent position in the official show program.
- + Your cards / flyers / promotional items in show packs.
- + Corporate shows sponsorship acknowledgement on the @painthorseaustralia social pages, website and on all photo results.
- + Your logo on our media wall backdrop at the show and high point presentation dinner.

A TOKEN OF APPRECIATION

- + 2 PHAA lifetime memberships.
- + 6 tickets to our presentation dinner.
- + PHAA merchandise pack.
- + Certificate of appreciation.



PACKAGES

Diamond

\$3000

SHOW SPONSORSHIP

BRAND EXPOSURE AT THE VENUE

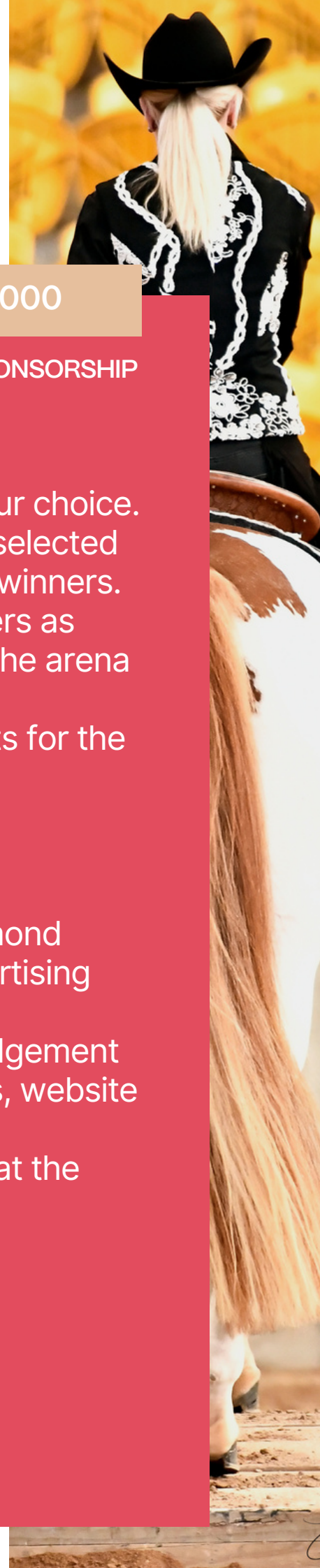
- + Naming rights on several classes of your choice.
- + Participation in trophy presentation of selected events and photo opportunities with the winners.
- + Arena advertising with company banners as issued to be displayed inside or outside the arena at the show in prominent positions.
- + Tailored public address announcements for the duration of the event.

DIGITAL, PRINT & MEDIA ADVERTISING

- + Recognition and promotion as the diamond show sponsor in all print and media advertising associated with the National Show.
- + Diamond show sponsorship acknowledgement on the @painthorseaustralia social pages, website and on all photo results.
- + Your logo on our media wall backdrop at the show and high point presentation dinner.

A TOKEN OF APPRECIATION

- + PHAA lifetime membership (single).
- + 4 tickets to our presentation dinner.
- + PHAA merchandise pack.
- + Certificate of appreciation.



PACKAGES

Platinum

\$1000

FEATURE SPONSORSHIP

BRAND EXPOSURE AT THE VENUE

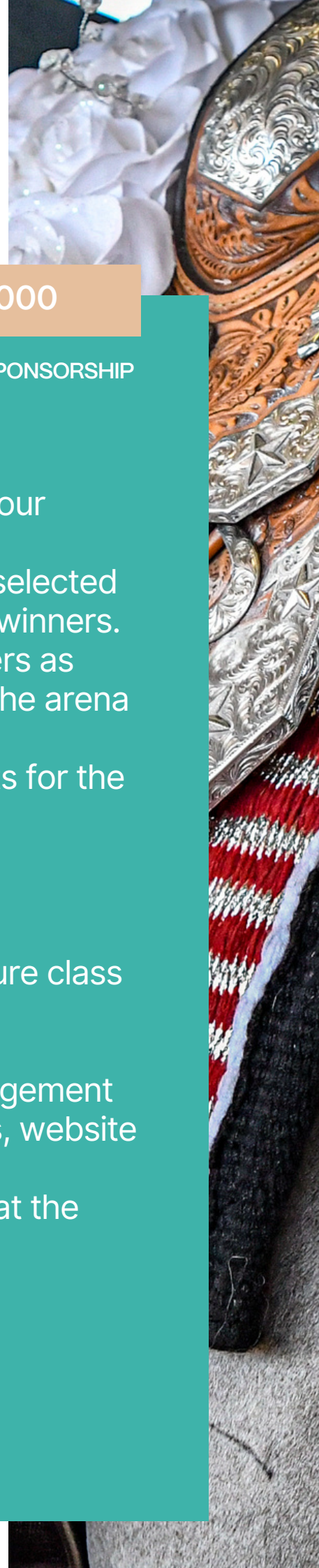
- + Naming rights on the feature class of your choice.
- + Participation in trophy presentation of selected events and photo opportunities with the winners.
- + Arena advertising with company banners as issued to be displayed inside or outside the arena at the show in prominent positions.
- + Tailored public address announcements for the duration of the event.

DIGITAL, PRINT & MEDIA ADVERTISING

- + Recognition and promotion as the feature class sponsor in all print and media advertising associated with the National Show.
- + Platinum show sponsorship acknowledgement on the @painthorseaustralia social pages, website and on all photo results.
- + Your logo on our media wall backdrop at the show and high point presentation dinner.

A TOKEN OF APPRECIATION

- + 2 tickets to our presentation dinner.
- + PHAA merchandise pack.
- + Certificate of appreciation.



PACKAGES

Gold

\$500

CLASS SPONSORSHIP

BRAND EXPOSURE AT THE VENUE

- + Naming rights on a class of your choice.
- + Arena advertising with company banners as issued to be displayed inside or outside the arena at the show.
- + Tailored public address announcements for the duration of the event.

DIGITAL, PRINT & MEDIA ADVERTISING

- + Recognition and promotion as the class sponsor in all print and media advertising associated with the National Show.
- + Gold show sponsorship acknowledgement on the @painthorseaustralia social pages, website and on all photo results.

A TOKEN OF APPRECIATION

- + PHAA merchandise pack.
- + Certificate of appreciation.

"WE APPRECIATE & VALUE THE SUPPORT OF OUR SPONSORS FOR THE 2024 PHAA NATIONAL CHAMPIONSHIPS SHOW!"

PHAA BOARD OF DIRECTORS



GET IN TOUCH WITH US!



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