



Partnership Pack

Featuring NRHA Oceania Affiliate
Championship Classes
5,6,7 & 8yo Derby
4yo Futurity

Youth Teams Tournament
Beginner Reiner Super Challenge
The Longest Slide

Co- Champions 2024 NRHA Oceania Affiliate Campship Open
Scott Hergest riding Spinnin Whiz & Matt Charles riding Revolution Reddy
Photo Credit Stephen Mowbray Photography

Queensland State
Equestrian Centre
Caboolture QLD
AUSTRALIA

18th-23rd
August
2025

NRHA
OCEANIA

www.nrhaoceania.com



THANK YOU FOR YOUR CONSIDERATION OF SUPPORT FOR THE
NRHA OCEANIA AFFILIATE CHAMPIONSHIPS.

PRESENTED BY THE CALLIOPE SLIDERS REINING HORSE ASSOCIATION. THIS EVENT WILL BE A FABULOUS OPPORTUNITY TO SHOWCASE YOUR BUSINESS ACROSS NOT ONLY AUSTRALIA BUT ACROSS THE WORLD WITH OUR GOVERNING BODY IN THE USA & AFFILIATES/MEMBERS IN JAPAN, SOUTH AFRICA, THAILAND, CHINA & NEW CALEDONIA & NEW ZEALAND.

WHAT YOU WOULD BE SUPPORTING:

WITH COMPETITORS & SPECTATORS COMING FROM NOT ONLY AROUND AUSTRALIA, BUT THE WORLD, YOU WOULD BECOME PART OF THE INTERNATIONAL REINING FAMILY AND NRHA OCEANIA.

COME ALONG FOR THE RIDE

AND BE PART OF THE EXCITEMENT, ENTHUSIASM AND PASSION THAT IS REINING. WITH PROFESSIONAL, NON PRO, YOUTH & BEGINNER COMPETITORS COMING TOGETHER IN A DISPLAY OF HORSEMANSHIP AND CAMARADERIE SECOND TO NONE.

REINING IS A WAY OF LIFE.

GET IN QUICK FOR THE 5TH ANNUAL OCEANIA AFFILIATE CHAMPIONSHIPS, WITH THE PREVIOUS SHOWS HOSTING RECORD BREAKING NUMBERS OF RUNS.

Karen Anderson

PLATINUM - NAMING RIGHTS - \$6,000

NAMING RIGHTS TO 2025 NRHA AFFILIATE CHAMPIONSHIPS
EXCLUSIVITY ON YOUR PRODUCT FOR ENTIRE SHOW
BUSINESS BANNER DISPLAYED (SUPPLIED BY BUSINESS)
COMPANY SUPPLIED FLAGS FOR TRACTOR DRAG
BUSINESS NAME ON THE HORSE NUMBERS
LOGO SHOWN DURING LIVE STREAM OF ENTIRE SHOW
LIVE STREAM INTERVIEW DURING DRAGS
8 FACEBOOK POSTS (MINIMUM)
2 FULL PAGE ADVERTS IN THE SHOW PROGRAM
ADVERTISEMENT ON WWW.NRHAOC.COM FOR 12 MONTHS
INTERVIEW/VIDEOS FOR SOCIAL MEDIA
3X3 TRADE STAND SPACE OUTSIDE ARENA
COMPETITOR BAG ADVERTISING SUPPLIED BY BUSINESS
INVITATION TO THE COMPETITORS BBQ
INVITATION TO THE SOCIAL NIGHT DINNER
RECOGNITION IN ANY POST SHOW WRITE UPS

Karen Anderson



GOLD - \$4,000

NAMING RIGHTS TO OPEN DERBY CLASS & OPEN FUTURITY CLASS
BUSINESS BANNER DISPLAYED (SUPPLIED BY BUSINESS)
LOGO SHOWN DURING LIVE STREAM OF CLASS
6 FACEBOOK POSTS
HALF PAGE ADVERT IN THE SHOW PROGRAM
ADVERTISEMENT ON WWW.NRHAOC.COM FOR 12 MONTHS
INTERVIEW/VIDEO FOR SOCIAL MEDIA
3X3 TRADE STAND SPACE OUTSIDE
COMPETITOR BAG ADVERTISING SUPPLIED BY BUSINESS
INVITATION TO COMPETITORS BBQ
INVITATION TO THE SOCIAL NIGHT DINNER

Kevin Anderson



SILVER - \$2,000

NAMING RIGHTS TO NON PRO LEVEL DERBY OR FUTURITY CLASS
BUSINESS BANNER DISPLAYED (SUPPLIED BY BUSINESS)
5 FACEBOOK POSTS
QUARTER PAGE ADVERT IN THE SHOW PROGRAM
ADVERTISEMENT ON WWW.NRHAOC.COM FOR 12 MONTHS
INTERVIEW/VIDEO FOR SOCIAL MEDIA
3X3 TRADE STAND SPACE OUTSIDE
COMPETITOR BAG ADVERTISING SUPPLIED BY BUSINESS
INVITATION TO COMPETITORS BBQ
INVITATION TO TO THE SOCIAL NIGHT DINNER

Kevin Anderson

BRONZE - \$1,000

NAMING RIGHTS FOR DIVISION CLASSES (LISTED BELOW)

THE BEGINNER REINER SUPER CHALLENGE
THE LONGEST SLIDE

4 FACEBOOK POSTS

QUARTER PAGE ADVERT IN THE SHOW PROGRAM
ADVERTISEMENT ON WWW.NRHAOC.COM FOR 12 MONTHS

INTERVIEW/VIDEO FOR SOCIAL MEDIA
COMPETITOR BAG ADVERTISING SUPPLIED BY BUSINESS

Ken Anderson

CLASS - \$400

BUSINESS BANNER DISPLAYED - SUPPLIED BY BUSINESS
CLASS NAMING RIGHTS
2 FACEBOOK POSTS
LOGO ADVERT IN THE SHOW PROGRAM
LOGO ON WWW.NRHAOC.COM FOR 12 MONTHS

FURTHER OPTIONS

ADVERTISING MATERIAL INTO COMPETITORS BAG
BANNER/CORFLUTE DISPLAY SUPPLIED BY COMPANY
SHOW PROGRAM ADVERTISING
PARTNERSHIPS ARE BASED ON CASH SUPPORT
PRODUCT SPONSORSHIP ALSO WELCOMED - CONTACT US FOR MORE INFO

PRODUCT

Kevin Anderson

SOCIAL MEDIA STATISTICS

2024 NRHA OCEANIA AFFILIATE CHAMPIONSHIPS

At a Glance



Reach per day
year round

2,000



Reach per day - show
week, week prior & after

5,000



Reach for the
week of the show

10k-15k

Further Information

80% women, 20% men

100% organic, no paid advertising

Sponsor picture promos receive 500-1000 people reach

Livestream advertising reaches an average of 3,000 with a
min of 1,000 and a max of 8,000 people.

32% of reach results in engagement (reactions,
comments, shares) - social marketing average is 14%

CONTACT US OR THE FULL 2024 SOCIAL MEDIA REPORT

SOCIAL MEDIA STATISTICS

JUNE 2024




NRHA - Oceania


Page Overview

Followers: 2,126

Last 28 days

 Post reach ⓘ

3,350

 Post Engagement ⓘ

405

Facebook followers ⓘ

4.4K

Higher than others

Typically: 1.4K

Kevin Anderson

THANK YOU FOR CONSIDERING PARTNERING WITH THE 2025 NRHA OCEANIA AFFILIATE CHAMPIONSHIPS



[NRHA - Oceania](#) [Host Affiliate CSRHC - Calliope Sliders Reining Horse Association](#)



[National Reining Horse Association \(NRHA\) Oceania](#)



[www.nrhaoceania.com](#) [www.csrhc.com.au](#)



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Kevin Anderson

HOSTED BY



[Calliope Sliders Reining Horse Club](#)



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