

STATS

Over 30K Facebook Followers

128,966 Live Webcast Views

26,399 Viewing Hours

COUNTRIES REACHED

USA	Switzerland	Mexico	Hungary
Canada	Sweden	Greece	Germany
United Kingdom	Puerto Rico	Czech Republic	Brazil
Italy	Norway	Colombia	Belgium
Australia	Netherlands	Israel	Moldova
Austria	Chile	Finland	France
Grenada	Spain	Turkey	Japan
Ukraine	Venezuela		

Quick Facts

Over 92% of the horses who show at the NSHA Futurity show at the NRCHA Snaffle Bit Futurity.

In 2009, 2016 & 2019 the same horse won both futurities. The 2019 Champion won over \$205,000 in one year.

Our events are viewed worldwide providing maximum exposure.

2024 NATIONAL STOCK HORSE ASSOCIATION

The National Stock Horse Association was founded in 2004 with the goal of producing premier stock horse competitions, while promoting our sport, our western heritage and the rich history of the stock horse and its origination from the Spanish Vaquero tradition.

The NSHA has paid in excess of \$7.3 million in cash and prizes over the last 19 years.

When the NRCHA Snaffle Bit Futurity moved to Fort Worth in 2017, the NSHA had an incredible opportunity to continue hosting a premier event in Las Vegas. Our event has become a mainstay of the west coast cow horse industry.

The NSHA board of directors is dedicated to producing a spectacular event in 2024. Our goal is to carry on the reined cow horse tradition for these incredible horses and riders, while increasing our payouts. Our futurity is another opportunity to reward great cow horses, riders and owners.



SNaffle BIT FUTURITY,
DERBY, WORLD'S RICHEST,
HORSE SALE & HORSE SHOW
AUGUST 20 - 25

FOR 2024

The NSHA will continue to increase the Futurity, Derby and World's Richest Payouts, and keep the tradition alive in the west!

Las Vegas provides a beautiful venue to network with others in the industry. South Point is easily accessible from anywhere in the world. Additionally, they always offer guest packages to entertain family, friends, employees or clients.



Whatever your vision we will make it happen!

WHAT DOES THIS MEAN FOR SPONSORS OF THE NSHA:

- ▶ Sponsors are the core of the NSHA and we always work hard to ensure that our partners priorities are met. From high visibility branding to unique platforms for marketing to our members and fans, you can be sure your investment with the NSHA will be returned in brand loyalty and with maximum exposure.
- ▶ Provide additional exposure on the west coast and the entire US prior to the Fort Worth & Reno Events.
- ▶ Potential for a significant boost in sponsors exposure to fans, competitors, owners and internet viewers.
- ▶ Access and exposure to an additional 20,000 people through the NSHA.



SNAFFLE BIT FUTURITY,
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SPONSORSHIP PACKAGES:

ALL 3 PACKAGES INCLUDE:

- Press release issued to industry related publications.
- Social Media Highlights
- Event program feature
- Logo appears on all NSHA printed materials and on NSHA website.
- Link to your website from NSHA website
- (1) banner in the main arena

OPEN PREMIER EVENT PACKAGE: \$20,000

- (25) feature postings on social media pages.
- Continued mentions and sharing on social media pages through out the year.
- (1) two-page full-color spread in event program.
- (1) 10x20 booth space at designated events .
- Use of the NSHA member mailing list for direct mail.
- Mention in all media spots.
- Two banners in the warm-up arena.
- Three 4x8 arena banners provided.

- Continued announcer mentions throughout event.
- Title Sponsorship.

HACKAMORE PACKAGE: \$10,000

- (15) feature postings on social media pages.
- Continued mentions and sharing on social media throughout the year.
- One page full color ad in event program.
- Mention in all media spots.
- One 10x10 booth space at designated events.
- One banner in the warm-up arena.
- Continued announcer mentions throughout event.
- Title Sponsorship.

BRIDLE PACKAGE: \$5,000

- (5) feature posting on social media pages.
- One 10x10 booth space at designated event.
- One banner in the warm-up arena.
- Continued announcer mentions throughout event.

Below are additional sponsorship opportunities

SADDLE SPONSOR: \$2,500

Titles & Divisions:

SNAFFLE BIT FUTURITY,

- Divisions - Open, Int. Open, Ltd. Open, Non-Pro

Saddles will be up for display the entire week in the awards booth for all contestants and spectators to view.

- Sponsor signage will be displayed above each saddle.
- Continued announcer mentions during respective division.
- One feature posting on social media pages.
- Mention in the event program.



SNAFFLE BIT FUTURITY,
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AUGUST 20 - 25

SPONSORSHIP PACKAGES:

FRIENDS OF THE NSHA SPONSOR: \$1,000

- One feature posting on social media pages.
- Mention in event program.
- One 4x8 arena sign.
- Continuous announcer mentions throughout the event.

BUCKLE SPONSOR: \$500 CHAMPION

BUCKLE SPONSOR: \$350 FINALIST

Divisions:

Open, Int Open, Ltd Open
 Non-Pro, Int Non-Pro, Ltd
 Non-Pro, Amateur Non-Pro
 Open Bridle
 Open Hackamore
 Youth Ltd
 Youth Bridle
 Open Two Rein
 Ltd Open Hackamore
 Non-Pro Hackamore

- Bits and Buckles will be up on display the entire week in the awards booth for all contestants and spectators to view.
- Sponsor signage will be displayed above each saddle.
- Continued announcer mentions during respective division.
- Mention in event program and on social media pages.

SPONSORS TO PROVIDE OWN SIGNAGE AND ARTWORK FOR PROGRAM ADS.

Ranch | Business Name _____ Date _____

Street Address _____ City _____ State _____

Zip Code _____ Contact Person (please print) _____

Phone Number _____ Email _____

Sponsor Package Choice _____ Amount _____

Authorized Signature _____