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Welcome to the RHAA, an organization formed to promote the qualities and characteristics of the ultimate working ranch horse. The RHAA was formed in the spring of 1998 to assist in the production and promotion of local working ranch horse competitions, provide a uniform set of rules, qualify working ranch horse competition judges, promote uniformity and consistency in judging, increase the use of common standards, provide and promote a national finals (and regional and semifinals if needed) for winners of local working ranch horse competitions, and ultimately promote the professionalism of this growing sport, while emphasizing the utilitarian, multi-functional characteristics and values of the working ranch horse. The RHAA seeks to accomplish these goals while maintaining traditional western influence with historic western sportsmanship and a cowboy ethic.

The RHAA, as a non-profit organization, is established to assist and promote these working ranch horse competitions, and not to seek a profit from this sport. This sport is generating tremendous interest from the working cowboy, corporate sponsors and spectators. The RHAA believes a unified promotional effort will benefit everyone concerned and add to the uniformity and professionalism of the competitions.

Back in the late 1990's, a group of cowboys organized a friendly competition among ranch cowboys to determine who rode the best ranch horse. The idea was not new. These lively contests date back to the 1800's, often taking place between neighboring ranches after the work was done.

But this one was different. It was an organized affair, presented before a panel of judges. And it drew a big crowd.

The success of the venture led to the birth of the Ranch Horse Association of America. Since 1998, the association has grown like a wildfire whipping across the open prairie. Today, the Ranch Horse Association of America oversees a large number of sanctioned shows across the United States and provides an organized forum for ranch horse enthusiasts – both exhibitors and spectators – to enjoy an art created by the American cowboy.

### **WHAT IS THE RANCH HORSE ASSOCIATION OF AMERICA?**

The Ranch Horse Association of America is comprised of horse enthusiasts who enjoy riding and preserving the quality of horses created by American ranches. The association is managed by a board of directors and employs a full-time secretary to handle day-to-day association business.

### **WHO ARE OUR MEMBERS?**

Our members are comprised of ranchers, veterinarians, pharmaceutical representatives, cowboys, cowgirls, teachers, stock brokers, lawyers, and students. Our membership reaches across a wide array of demographics. Many members are businessmen who utilize ranch horses at the “office”, managing vast acreage, and raising beef to feed America's families. Some members work in the agricultural service industry, providing products and technologies for farmers and ranchers. And yet other members work “in town” as part of the mainstream workforce, but relish a piece of Americana.

### **WHERE IS OUR MEMBERSHIP?**

The Ranch Horse Association of America's members live across states including Texas, Oklahoma, Kansas, New Mexico, Arizona, Colorado, Wyoming and North and South Dakota. The association's membership includes individual members and corporate ranch memberships. Since 1998, the association has represented over 2,500 different individuals.

### **WHERE ARE OUR SHOWS PRODUCED?**

Typically, between 15 and 20 shows are sanctioned across the states produced by interested individuals to provide a venue for contests to compete and qualify for the Ranch Horse Association of America National Finals held in Abilene, Texas every May.

Larger venues that host a Ranch Horse Association of America competition bring a strong audience turn out. Our three largest venues include:

- ❖ World Championship of the Working Ranch Cowboy Association in Amarillo, Texas
- ❖ Texas Ranch Roundup in Wichita Falls, Texas
- ❖ Western Heritage Classic Ranch Rodeo, Bit & Spur Show in Abilene, Texas

Crowds at these big events typically range between 10,000 and 30,000 people.

## **WHAT DOES THE RANCH HORSE ASSOCIATION OF AMERICA DO?**

The Ranch Horse Association of America sanctions local working ranch horse competitions providing contestants the opportunity to qualify for the Ranch Horse of Association National Finals, provides a uniform set of rules, certifies ranch horse competition judges by conducting yearly clinics to all interested members to promote uniformity and consistency in judging.

The Ranch Horse Association of America website, which has been online since 2004, reaches members and other parties interested in ranch horses with an average of 7,000 hits per month, 235 hits per day.

## **WHO ARE OUR PARTNERS OR ALLIANCES?**

In 2004, the American Quarter Horse Association recognized the success of the Ranch Horse Association of America. The two associations formed an alliance partnership whereby achievements of horses in the Ranch Horse Association of America are placed on the horse's permanent record with the American Quarter Horse Association. Other prestigious associations which have a similar alliance with the American Quarter Horse Association include the National Cutting Horse Association, the National Reining Horse Association, and the National Reined Cow Horse Association.

## **JUST THE NUMBERS**

- ❖ 15-20 Competitions held each year
- ❖ 300 Members enrolled each year
- ❖ 5,000 Horses cared for
- ❖ 60,000 plus Spectators each year
- ❖ 120,000 plus Head of cattle cared for by competitors and owners
- ❖ 4.5 million Acres managed by Ranch Horse Association of America members

## **MEMBERS SUPPORT A WIDE ARRAY OF BUSINESSES THROUGH THEIR NECESSARY PURCHASES WHICH INCLUDE:**

- ❖ Pickup trucks
- ❖ Horse trailers
- ❖ Livestock Pharmaceuticals
- ❖ Livestock Equipment
- ❖ Livestock & Horse Feed
- ❖ Insurance – Health, Auto, Home Crop, Disability coverage
- ❖ Computers & Agricultural Management Software
- ❖ Tractors
- ❖ 4-wheelers and other ATV equipment
- ❖ Fencing supplies – wire, posts, insulators, solar chargers, etc.
- ❖ Tack, saddles, & other leather goods
- ❖ Clothing – jeans, coats, vests, boots, shirts, hats, etc.
- ❖ Heavy equipment – road graders, bulldozers, front end loaders, back hoes
- ❖ Gasoline & Diesel
- ❖ Tires
- ❖ Cell phones

## **WHAT CAN THE RANCH HORSE ASSOCIATION OF AMERICA DO FOR YOU?**

- ❖ Promote your business at all sanctioned shows with banners & announcements about your business and your sponsorship
- ❖ Include your business' logo in the monthly newsletter mailed to all active Ranch Horse Association of America members
- ❖ Place your logo on the Ranch Horse Association of America website, linked back to your business
- ❖ Encourage Ranch Horse Association of America membership to support your business
- ❖ Promote your business to the large crowds at our major venues throughout the year.

## **RANCH HORSE ASSOCIATION OF AMERICA NATIONAL FINALS SPONSORSHIP OPPORTUNITY**

The Ranch Horse Association of America National Finals are conducted each year in Abilene, Texas on the second weekend of May in conjunction with the Western Heritage Classic Ranch Rodeo. Contestants have qualified throughout the year at various Ranch Horse Association of America sanctioned events throughout the nation and compete at the finals for year-end honors.

Your business would receive recognition at the finals in addition to the following benefits:

Sponsorship levels which are available, but not limited to, include the following:

- ❖ \$1000 sponsorship receives website and newsletter recognition for one year
- ❖ \$2500 sponsorship receives website and newsletter recognition for one year and two tickets for each night of the Western Heritage Classic Ranch Rodeo
- ❖ \$5000 sponsorship receives website and newsletter recognition for one year, recognition as a class sponsor at the finals, and four tickets each night to the Western Heritage Classic Ranch Rodeo
- ❖ \$7500 + sponsorship receives website and newsletter recognition, six tickets each night to the Western Heritage Classic Ranch Rodeo and one complimentary hotel room for one night

Your support of the Ranch Horse Association of America would be greatly appreciated. If you would like to be a part of our association and our endeavors, please complete the form below and return it to the Ranch Horse Association of America office at PO Box 7723, Abilene, Tx 79608-7723 or return to one of our directors.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Website: \_\_\_\_\_

(a link will be added from the Ranch Horse Association of America webpage)

Level of sponsorship desired: \_\_\_\_\_