



# SPONSORSHIP

## *Opportunities*

**INFO**

806-255-0334

**EMAIL**

[rhaaoffice@gmail.com](mailto:rhaaoffice@gmail.com)

**WEBSITE**

[rhaa.org](http://rhaa.org)

**ADDRESS**

P.O. Box 9  
Lipscomb, Texas 79056

**R  
H  
A  
A**



WHO WE ARE 4

---

ECONOMIC REACH 5

---

BOARD OF DIRECTORS 6

---

ANNUAL SPONSORS 7

---

FINALS SPONSORS 8

---

AWARD SPONSORS 9

---

THANK YOU 10

---

---

---

---

---

# ABOUT US

## WHO WE ARE

Founded in 1998, the Ranch Horse Association of America was created to preserve and promote the qualities of the true working ranch horse—horses that reflect the foundation of the American West. From the beginning, RHAA has remained committed to showcasing the athleticism, trainability, and usefulness of ranch horses while providing a consistent, reputable platform for competition.



## WHAT WE DO

RHAA sanctions working ranch horse events across the country, offers a standardized rulebook, and certifies judges to ensure fairness, consistency, and the highest standards of sportsmanship. Our organization is built on the values that define ranch life: integrity, tradition, and a timeless cowboy ethic.

Each RHAA class highlights the real-world skills of a ranch horse. The run begins with a reining pattern featuring circles, spins, and sliding stops. After the final maneuver, the rider calls for their cow, then boxes it at one end of the arena, drives it down the fence, and turns it in both directions before finishing with a controlled rope catch. These events honor the heritage of working ranches while celebrating the skill, partnership, and horsemanship that continue to shape the western lifestyle today.

In May, RHAA hosts its National Finals in conjunction with the renowned Western Heritage Classic in Abilene, Texas. This premier celebration of ranching heritage draws tens of thousands of spectators, competitors, and industry leaders from across the country, making it one of the largest western events and trade shows in the region. Our partnership with the Western Heritage Classic provides sponsors exceptional visibility and engagement opportunities within a highly dedicated and influential western lifestyle audience.

## A FAMILY-FOCUSED NONPROFIT

As a 501(c)(3) nonprofit organization, RHAA is dedicated not only to preserving the traditions of the working ranch horse, but also to investing in the next generation of riders, horsemen, and ranch families. We proudly foster a family-oriented environment where youth are encouraged, mentorship is valued, and lifelong skills are shaped both in and out of the arena. Our mission is rooted in ensuring that the heritage of ranching and the values that built it continue to thrive through future generations.

# THE RHAA ECONOMIC REACH



## HORSES

Our members collectively manage more than 5,000 head of horses, investing an estimated \$5.4 million annually in feed and care.



## CATTLE

RHAA member operations oversee approximately 120,000 head of cattle, representing nearly \$65 million in daily-care value each year.



## ACRES

More than 4.5 million acres are owned, leased, or stewarded by RHAA members—reflecting a significant footprint in American ranching and land management.



## PICKUPS

RHAA families maintain an estimated \$15 million in ranch pickups and working vehicles across our membership base.



## TRAILERS

Members collectively own over \$3 million in livestock and equipment trailers at any given time.



## SADDLES

RHAA competitors ride in approximately \$900,000 worth of high-quality working saddles actively used throughout the year.

---

Beyond these quick facts, RHAA members contribute significantly to the broader rural and western economy. Their daily work fuels a wide network of businesses tied to ranching and horsemanship—feed and forage suppliers, fuel and equipment dealers, veterinarians, farriers, trainers, tack and saddle makers, fencing companies, and countless small businesses that support the western way of life.

From truck maintenance and livestock care to gear, supplements, apparel, and roping supplies, the economic ripple effect of RHAA families extends across communities, industries, and generations. Our members strengthen not only the ranching way of life, but the many local economies that depend on it.

---

# OUR BOARD OF DIRECTORS



**CLAY MCKESSON**  
President



**LANHAM BROWN**  
Vice President



**KELLY GILL**  
Director



**ROBERT FORST**  
Director



**GRANT MITCHELL**  
Director



**PHIL GUITAR**  
Director



**PARKE GREESON**  
Director



**TOM MOORHOUSE**  
Director



**TJ ROBERTS**  
Director



**MIKE SEAGO**  
Director



**BILL SMITH**  
Director



**TRIPP TOWNSEND**  
Director



**BOB MOORHOUSE**  
Honorary Director



**BOZO ROGERS**  
Director of Judges



**GRACEN WALKER**  
Secretary/Treasurer

# *Premier* **ANNUAL PARTNERS**

This exclusive partnership places your brand alongside RHAA's mission all year long, with elevated visibility at events, online, and across our national communication platforms. Premier Annual Partners receive the strongest connection to the ranching lifestyle, the western marketplace, and the horsemen and families who shape our industry. As a 501-C3, your contribution may be 100% tax deductible.

## **ANNUAL TITLE PARTNER \$15,000**

- Exclusive "Premier Partner Spotlight" feature on RHAA.org
- Co-branded RHAA email footers for the full year on all newsletters/emails to all RHAA members
- Monthly Title Sponsor presenting posts on RHAA social media platforms
- Logo included on all RHAA printed materials for the year
- Recognition on all sanctioned event packets sent to show hosts across the country
- Large banner in premium location in the RHAA National Finals Arena
- Promoted Social Media Posts throughout RHAA National Finals
- 1-Full Page Ad in RHAA National Finals Program
- Business plugs by announcer every day during the finals
- Logo on awards backdrop used at RHAA National Finals
- Shared rights to select RHAA images or video clips for sponsor-approved marketing use
- Use of the RHAA Premier Partner badge for their own marketing

---

## **ANNUAL PLATINUM PARTNER \$10,000**

- Featured Partner highlight on RHAA.org
- Logo included in select RHAA email newsletters throughout the year
- Quarterly spotlight posts on RHAA social media platforms
- Logo included on major RHAA printed materials
- Recognition on sanctioned event host packets
- Arena banner placement at the RHAA National Finals
- Featured in Finals social media wrap-up posts
- 1-Page Ad in the RHAA National Finals Program
- Extensive daily announcer recognition during the Finals
- Use of the RHAA Platinum Partner badge for marketing

---

## **ANNUAL GOLD PARTNER \$5,000**

- Logo listed on the RHAA website's sponsor page
- Logo included in periodic RHAA email newsletters
- Bi-annual social media mentions
- Logo included in RHAA National Finals printed program
- Arena banner placement at the National Finals
- Included in group sponsor mentions during Finals promotions
- 1/2-Page Ad in the RHAA National Finals Program
- Announcer recognition at least once per day during the Finals
- Use of the RHAA Gold Partner badge

---

## **ANNUAL SILVER PARTNER \$2,500**

- Logo on the RHAA website sponsor page
- Mention in one annual RHAA email newsletter
- One social media post per year
- Listing in the RHAA National Finals Program sponsor section
- Arena banner placement at the RHAA National Finals
- Announcer recognition during the Finals
- Use of the RHAA Silver Partner badge

# RHAA *National Finals* SPONSORS

Dedicated support for our largest annual event held in conjunction with the Western Heritage Classic.

## **FINALS PRESENTING SPONSOR \$15,000**

- “Presented by” naming rights for the RHAA National Finals
  - Premium featured banner inside the arena
  - Premier-logo placement in Finals paperwork and print materials
  - Logo on awards backdrop
  - Inside Cover, Full-page ad in the National Finals Program
  - Logo on National Finals contestant back numbers
  - Lead recognition in all Finals social media promotions & quarterly throughout the year
  - Individual promotional video highlighting your business for social media
  - Daily premium-tier announcer recognition throughout the Finals
  - Logo featured on the RHAA Finals webpage & on all entry information emails
  - Inclusion in Finals press releases and promotional content
  - Opportunity for a sponsor booth or activation space during the event
  - Use of the RHAA Finals Presenting Sponsor badge for marketing
- 

## **FINALS ARENA SPONSOR \$10,000**

- Prominent arena banner placement
  - 1-page ad in the National Finals Program
  - Logo featured in Finals-related social media posts
  - 2 sponsored social media posts during the Finals
  - Quarterly social media posts during the year
  - Logo listed on the RHAA Finals webpage
  - Logo on email & contestant packet informationals
  - Daily extensive announcer recognition during the Finals
  - Option to provide branded merchandise or awards
  - Use of the RHAA Arena Sponsor badge
- 

## **GO-ROUND SPONSOR \$5,000**

- Go-round naming recognition (e.g., “First Go-Round sponsored by \_\_\_”)
  - Arena banner placement
  - 1/2-page ad in the National Finals Program
  - Shoutouts during the specific go-round they sponsor
  - Logo included in go-round social media updates
  - 1 Sponsored social media post during the Finals
  - Bi-Annual social media posts during the year
  - Logo listed on the RHAA Finals webpage
  - Announcer recognition during sponsored go-round
  - Use of the Go-Round Sponsor badge
- 

## **FINALS SUPPORTING SPONSOR \$2,500**

- Name or logo listed on the RHAA Finals webpage
- Listing & logo in the National Finals Program sponsor section
- 1 Social media post during the finals
- 1 Social media post during the year
- Announcer recognition during the Finals
- Banner placement in arena
- Use of the RHAA Supporting Sponsor badge

# RHAA NATIONAL FINALS

*Award Sponsors*

Award sponsorships may be fulfilled through either a monetary contribution or an in-kind donation of products, tack, feed, gear, or other high-quality items. We are also open to additional award products not listed and welcome creative ideas that add value to our competitors.

## **SADDLE SPONSOR \$2,000/saddle made by Valimont Leather Co**

Maker would provide saddles for all class champions at the RHAA Finals. If monetary, sponsor could choose to cover the costs of individual class champion saddles or all.

(Senior, Junior, Ranch Hand, Cowboy, Wrangler, Junior Youth, Senior Youth, Senior BFR, Junior BFR, Senior Youth BFR, Junior Youth BFR)

---

## **BUCKLE SPONSOR \$250/buckle made by Preston Williams**

Maker would provide buckles for all class champions at the RHAA Finals. If monetary, sponsor could choose to cover the costs of individual class champion buckles or all.

(Senior, Junior, Ranch Hand, Cowboy, Wrangler, Junior Youth, Senior Youth, Senior BFR, Junior BFR, Senior Youth BFR, Junior Youth BFR)

---

## **SADDLE PAD SPONSOR \$300/pad**

Sponsor would provide saddle pads for all class champions or reserve champions at the RHAA Finals. If monetary, sponsor would cover the costs associated with purchasing the pads.

(Senior, Junior, Ranch Hand, Cowboy, Wrangler, Junior Youth, Senior Youth, Senior BFR, Junior BFR, Senior Youth BFR, Junior Youth BFR)

---

## **FINALIST HEADSTALL BUCKLE SPONSOR \$100/set**

Maker would provide headstall buckles for all short go finalists at the RHAA Finals. If monetary, sponsor could choose to cover the costs of headstall buckles for the finalists.

(Senior, Junior, Ranch Hand, Cowboy, Wrangler, Junior Youth, Senior Youth, Senior BFR, Junior BFR, Senior Youth BFR, Junior Youth BFR)

---

## **OFFICIAL FEED SPONSOR ~\$3,000/1 bag per finals contestant**

Provide feed or coupons to all RHAA Finals Contestants or monetary donation as the official feed of the RHAA

---

## **JACKET SPONSOR \$75/per contestant**

Sponsor would provide jackets or vests for all RHAA Finals Contestants.

---

## **OFFICIAL SUPPLEMENT SPONSOR ~\$45/one supplement per contestant**

Provide supplements or coupons to all RHAA Finals Contestants or monetary donation as the official supplement of the RHAA

---

## **OFFICIAL PERFORMANCE BOOT SPONSOR \$100/1 pair per contestant**

Sponsor would provide performance boots for all short-go qualifiers at the RHAA Finals. If monetary, sponsor would cover the costs associated with purchasing the boots.

---

## **OFFICIAL SUNGLASSES SPONSOR \$100/1 pair per contestant**

Sponsor would provide sunglasses for all go-round winners at the RHAA Finals. If monetary, sponsor would cover the costs associated with purchasing the sunglasses.

---

## **OFFICIAL APPAREL SPONSOR ~\$75/1 clothing item per contestant**

Sponsor would provide apparel or gift cards for all go-round winners or contestants at the RHAA Finals. If monetary, sponsor would cover the costs associated with purchasing the gift cards.

---

## **OFFICIAL BOOT SPONSOR \$350/per contestant**

Sponsor would provide boots or gift cards for all year-end champions and reserve champions at the RHAA Finals. If monetary, sponsor would cover the costs associated with purchasing the gift cards.

---

## **AVERAGE OR GO-ROUND CHAMPION SPONSOR \$250/go-round winners**

Sponsor would provide \$250 cash for each go-round winner and/or year end winners

---

# THANK YOU FOR CONSIDERING A PARTNERSHIP WITH RHAA



The Ranch Horse Association of America is built on tradition, integrity, and the belief that great things happen when good people come together. Our sponsors are more than logos on a banner — they are partners in preserving the heritage of the working ranch horse and supporting the families, youth, and horsemen who keep this way of life strong.

Your support allows us to continue hosting meaningful competitions, investing in youth programs, honoring the horses and hands who represent the best of our industry, and bringing our community together each May at the RHAA National Finals. We truly could not do it without the businesses and individuals who choose to stand alongside us.

If you don't see a sponsorship level or award that fits your goals, we would be happy to work with you to build a customized package that aligns with your brand and the audience you want to reach. Our priority is creating genuine, lasting partnerships that benefit both your business and the RHAA membership we serve.



Thank you for taking the time to explore the opportunities within this packet. We invite you to join us as a partner, a supporter, and a champion of the ranching lifestyle. Together, we can continue to honor the horses, the people, and the values that make the RHAA community so special.

We look forward to riding alongside you.



*Thank you!*

**INFO**

806-255-0334

**EMAIL**

[rhaaoffice@gmail.com](mailto:rhaaoffice@gmail.com)

**WEBSITE**

[rhaa.org](http://rhaa.org)

**ADDRESS**

P.O. Box 9  
Lipscomb, Texas 79056