

OAQHA PROVINCIAL CHAMPIONSHIP

Sponsorship Opportunities





LETTER FROM THE OAQHA PRESIDENT

THANK YOU FOR TAKING THE TIME TO CONSIDER OUR
SPONSORSHIP OFFERINGS

The OAQHA Board is working hard to bring together the 2023 OAQHA Provincial Championship, innovating from the status quo and building on what we've learned through hosting the OAQHA Challenge.

This initiative last year was a resounding success. The Quarter Horse industry in Ontario is so full of talented riders and horses, and we vowed to recognize our Non-Pro exhibitors and use this event to put Ontario on the map. In 2022 Finals results showcase videos reached an international audience with over 5,600 views and website spotlights saw over 3,000 unique visits.

Not only did this event expand our reach, it provided a meaningful and different 'step up' opportunity for Canadian exhibitors. Our exhibitors went on to earn many Congress Finalists, Top 10s, Top 5s, and Championships just one month later.

We have vowed to make the OAQHA Provincial Championship even bigger and better in 2023, and that will only be possible with your support.

With sincere appreciation,

Mallory McKewen

ABOUT



OAQHA's mission is to support the growth and development of an active Ontario membership in the quarter horse industry. The means by which the Amateur Association works to contribute to this mission changes from year to year based on member feedback and the current industry landscape/trends. OAQHA is an agile organization that aims to drive innovation and value for our membership and stakeholders.

The OAQHA Board of Directors is comprised of 18 dedicated volunteers:



**MALLORY
MCKEWEN**



**KRISTY
BECK**



**CALE
THOMPSON**



**SHERYL
CHILLSON**



**TRACY
BECK**



**SARAH
BLACK**



**DARCY
WOODS**



**JUDI
WOODLEY**



**SARAH
DOW**



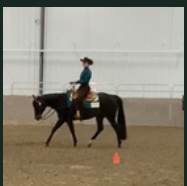
**DAVE
LAIDLAW**



**JANET
DAWSON**



**KIM
ALLEN**



**SARAH
DONALDSON**



**LAURA
MCKEWEN**



**JODY
PEARCE**



**CHRISTINE
ST-JEAN**



**SANDRA
DUHAMEL**



**DANIELLE
BANNERMAN**

THE EVENT

The OAQHA Provincial Championship (formerly OAQHA Challenge) is an innovative tournament style event which brings together the top 25 Non-Pro competitors in Ontario in each of 3 events: Showmanship, Horsemanship, Equitation. Exhibitors qualify for the Finals based on their Average scores in their divisions at Qualifying Events which are Regional Affiliate (weekend) shows within the province throughout the season from May through August. The Finals are held at the OQHA Summer Finale in Ancaster Ontario, Labour Day Weekend.

SEASON LONG

Each weekend QH show in the Province of Ontario will serve as a Qualifying Event for the Finals. Qualifying Events run from May through August and the Finals will be held Labour Day Weekend.

PRESTIGIOUS YET INCLUSIVE

The Provincial Championship rewards top scoring exhibitors bringing together Ontario's best. Youth, Amateur, and Select (50+) exhibitors will come together in the Finals.

EXPANDING REACH & RECOGNITION

Using online channels, OAQHA provides recognition and reach for Qualifiers, Winners, and Sponsors through video, photo, and blog posts.





WHY SPONSOR?

OAQHA IS COMMITTED TO PROVIDING SPONSORS ADVERTISING VALUE & REACH WITH AN ROI THAT EXCEEDS THE SPONSORSHIP COST



ONLINE REACH

Event materials had over 10,000 unique impressions online last year



IN-PERSON EXPOSURE

The initiative spans 8 in-person events across the province where your brand will be visible



ENGAGED AUDIENCE

The OAQHA Community is highly engaged and supportive. Members focus on supporting sponsors over other options.



TITLE SPONSOR

\$5000

Only one available

Sponsor Benefits:

- Naming Rights over the entire initiative eg. "The (Sponsor Name) Provincial Championship"
- Logo on all qualifying criteria promotions & announcements from May-August
- Logo on 75 qualifier T-shirts
- Dedicated feature blog with back-links to website
- Logo with link on OQHA website
- Logo with link in Monthly Email Newsletter
- Full-page ad in OQHA e-News Magazine
- Announcements at all 7 qualifying events + Finals
- Logo on signage in all win photos
- Signage on rail & visible in placings videos
- Logo featured in all online placings videos
- 6 brand specific social media posts from May through September (Facebook & instagram)



EVENT SPONSOR

\$2500

Only three available

Sponsor Benefits:

- Event of sponsor's choice (first come first served) between Showmanship, Horsemanship, Equitation will be recognized as "...presented by (insert sponsor name)"
- Logo on all qualifying criteria promotions & announcements from May-August for sponsored event
- Logo on 25 qualifier T-shirts
- Dedicated feature blog with back-links to website
- Logo with link on OQHA website
- Logo with link in Monthly Email Newsletter
- Half-page ad in OQHA e-News Magazine
- Logo on signage in all win photos for sponsored event
- Signage on rail & visible in placings videos
- Logo featured in online placings videos for sponsored event
- 3 brand specific social media posts from May through September (Facebook & Instagram)



PRIZE SPONSOR

CASH OR IN-KIND PRIZE DONATION

Sponsor Benefits:

- Logo in OQHA E-News Magazine
- Logo on OQHA website
- Logo in Monthly Email Newsletter
- Prizes on display during Summer Finale show
- Announcements during the Finals
- 1 brand specific social media post (Facebook & Instagram) per \$100 in value donated

If sponsorship or donation >\$500 value, the following are also included:

- Dedicated feature blog with back-links to website
- Signage on rail & visible in placings videos



WE LOOK FORWARD TO PARTNERING WITH YOU

If you have marketing ideas not listed in the packages on the 3 pages prior, we would be happy to put together an a-la-carte package.

Please reach out to OAQHA President Mallory McKewen at oqhamallory@gmail.com to discuss next steps.