

CORPORATE SPONSORSHIP OPPORTUNITIES

2024

Canada's
NATIONAL
ARABIAN CHAMPIONSHIP



CORPORATE SPONSORSHIP OPPORTUNITIES

Please direct sponsorship enquiries to:

KERRI BUKSA

780-720-6567

sponsorcnac@gmail.com

Canada's National Arabian Championship

www.arabiannationals.com

OVERVIEW

CANADIAN NATIONAL ARABIAN CHAMPIONSHIPS (CNAC)

This 64-year-old Arabian & Half-Arabian national horse show is the best of its kind. Holding over 200 classes in varying disciplines, to include:

Dressage • Sport-Horse • In-Hand breeding classes • English/Country •
Driving • Western • Trail • Ranch • Jumping • and more.

Nearly every discipline of the Arabian Horse breed can be found at this event, drawing exhibitors from all over Canada and the United States.

The 2024 show committee expects to see well over 400 horses entered from across North America; each horse bringing an entourage of trainers, riders, families and friends to cheer them on. This 10-day event, held in Red Deer at Westerner Park offers convenient proximity to two major airports and easy access to many local amenities.

As much as this show is a competition, it is also about community. CNAC strives to make each person feel welcome and included in all the events associated outside the show ring. With an unbeatable combination of great competition and a friendly vibe, we expect this show to grow every year.





CNAC EVENTS

One of our philosophies has been about education to a broader audience and to ensure that our events are open to anyone wanting to learn and be entertained by our beautiful Arabian Horse. We will be showcasing our beautiful horses to the public during a Barn Experience Day.

This year the CNAC Show welcomes **Aurora Arabian Horse Association** to our show. The events managed by Aurora include:

- An Arabian Experience Day, that allows for all visitors to meet an Arabian horse in a Hands-on “Edu-tainment” experience.
- Charity Partnership Benefactors to include Red Deer Food Bank and Stars Ambulance

To further contribute to the community of Red Deer, CNAC is reaching out to Red Deer 4H to hire local 4-H kids to help around the grounds.



CANADA
4-H Alberta



www.arabiannationals.com

IN THE SPIRIT OF COMMUNITY

CNAC HAS PARTNERED WITH STARS AMBULANCE TO INCREASE AWARENESS AND FUNDRAISE FOR STARS.

CNAC purchased a horse statue from the Arabian Horse Promotional Fund and had it painted and 'branded' with the Stars Ambulance logo.

This statue will travel between Edmonton and Calgary raising awareness of the importance of Stars Ambulance as well as help to promote our event.

All proceeds from the sale of the horse will go directly to the operation of Stars Ambulance.





LOCAL IMPACT

THE INFLUENCE OF EQUESTRIAN ENTHUSIASTS



Research from a **2021 Economic Impact Study** done by Alberta Equestrian Federation (AEF) found that the equine community contributed to nearly **\$1.4 billion** in the province of Alberta alone. The study noted that the equine sector had a notable impact on employment and contributes to over **20,000** full time jobs in Alberta.

Total number of equines in Alberta is over **188,000** on over **25,000** properties and over **500,000** equines across Canada.

Direct expenditures in the equine community totaled over **\$1.7 billion**. These expenditures result in a contribution of **\$855 million** in labour income.

The equine sector represents about **one in every 200** people employed in Canada.

EQUINES ARE GOOD FOR THE ECONOMY

The economic contributions of equines go far beyond equines and riders. Several industries both support, and benefit from the equine sector.

When large competition venues host events, economic spin-off are abundant to a variety of equine and non-equine related businesses.



2024



ELITE PARTNER

The more you know about the equestrian industry, the more you will realize that a show's secret to success is the people they attract.

We invite you to be an Elite Event Partner, to obtain more exclusive rights to our audience, giving you featured, marketing placements to best have you recognized throughout the event.

\$40,000

ELITE EVENT NAMED PARTNER

- Naming rights to arena or event area and appropriate banners with business's name and arena
- Advertising on golf cart
- Logo included in various photo opportunities around the show.
- Private guided tours and introduction throughout the barns to meet exhibitors.
- 2 full page ad (camera ready) in show Program
- Signage during the Event
- Ad/Logo presence on 6 LED screens located on the show grounds.
- 2 sponsored meals in our events tent with extra signage on day of event
- Daily PA Announcements every session of the show
- Logo presence on CNAC website
- 2 Social Posts (camera ready) on CNAC social media accounts
- 30 sec video footage spot on Jumbotron (Video prepared by partner)
- Logo Recognition on advertising on HWY 2 leading up to the show and during, total of 1 month
- Radio Announcements as Elite Event Partner
- Ad sent via email newsletter to our audience and subscribers from the event



PREMIERE PARTNER

\$15,000

PREMIUM GOLD PARTNERSHIP

- Advertising on golf cart
- Arena Signage During the Event
- Ad/Logo presence on 6 LED screens located on show grounds
 - Full page Ad (camera ready) in Show Program
- Daily PA Announcement for company during show
 - Logo presence on CNAC website
 - Naming Rights to Event Tent
 - 2 Social Media posts
- Sponsored Meal in the Events Tent with extra signage on day of event
 - Radio announcements
- 1 sponsored meal in our events tent with extra signage on day of event
 - Ad sent via email newsletter to our audience and subscribers from the event

Looking to take your sponsorship to the next level? Here you will interact with our show exhibitors and have premium placement of your company at our event.

Select from Premium Gold or Premium Silver.

\$10,000

PREMIUM SILVER PARTNERSHIP

- Arena Signage During our Event
- Ad/Logo presence on 6 LED screens located on the show grounds.
 - Full Page Ad (Camera-Ready) in Show Program
- Daily PA Announcements for company during the show
 - Logo presence on CNAC Website
 - 2 Social Post on CNAC social media
- Ad sent via email newsletter to our audience and subscribers from the event

COFFEE AND TREAT SERVICE • \$6500

- Coffee set up daily for all to enjoy.
- Coffee delivery to stabling areas daily on golf cart with signage designed by CNAC
- Advertising on daily menu banners & events ads
- Facebook advertising by CNAC
- Announcements of sponsorship throughout duration of show
- 1 page ad (camera-ready) in the show program
- Ten second video or image on the jumbotron
- One exclusive sponsorship opportunity available

FARRIER SPONSORSHIP • \$4500

- Farrier Golf Cart with business decals
- 20 sec max videos
- Facebook Ad by CNAC
- Announcements throughout the show
- 1 page ad (camera-ready) in the show program

CANADIAN CHEER • \$5000

- 1 sponsored meal in our events tent with extra signage on day of event
- Advertising on CNAC menu banners
- Menu ads in program designed by CNAC
- Facebook Advertising by CNAC
- Announcements of sponsorship throughout the show with additional promotion over the events
- 1 full page color ad (camera-ready) for Show program

BUSINESS MARKETING OPPORTUNITIES

Are you a business owner looking to connect to your market? Select a business marketing opportunity designed to benefit your company by reaching target rich audiences that the equestrian community attracts.

GOLD BUSINESS MARKETING • \$2500

- Ad/Logo presence on available LED screens at the show
- Full Page Ad (camera-ready) in show program
- Ad sent via email newsletter to our audience and subscribers from the event.
- Daily PA Announcements (1 per day)
- Logo presence on CNAC website
- 1 Social Media post on CNAC Social Channels

SILVER BUSINESS MARKETING • \$1500

- Ad/Logo presence on available LED screens at the show
- Half page Ad (Camera-Ready) in show program
- 1 Social Media posts on CNAC Social Channels
- Daily PA Announcements (1 per day)



A LA CARTE

If these other sponsorship options do not serve your business needs, create your own package with one, or a combination of the following a la carte sponsorship opportunities.

\$500 FULL PAGE ADVERTISEMENT

- (Camera Ready) for Show program

\$250 HALF PAGE ADVERTISEMENT

- (camera Ready) for Show program

\$500 SINGLE CLASS SPONSORSHIP

- 1 class sponsorship, announcement & print in the program

\$750 JUMBOTRON ADVERTISING

- 20 second video or image on Jumbotron in Centrium playing several times a day (video must be redesigned and submitted prior to deadline)

\$500 AD/LOGO PRESENCE

- (camera-ready) on available LED screens at the show

\$2000 GOLF CART ADVERTISING

- Advertising on golf cart
- 1 full page color ad (Camera-ready) in Show program
- 2 Social Media posts on CNAC Social Channels

Don't see anything that works for your company's marketing plan? Please let us know! We are more than happy to customize a package to suit your needs.

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