

2025

SPONSORSHIP OPPORTUNITIES

Canada's
NATIONAL
ARABIAN CHAMPIONSHIP



OVERVIEW

CANADA'S NATIONAL ARABIAN CHAMPIONSHIPS (CNAC)

This 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 • 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 2025 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 Brandon, Manitoba at Keystone Centre offers convenient proximity to a major airport 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.



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.



2025



EVENT 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 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

EVENT NAMED PARTNER

- Naming rights to arena or event area and appropriate banners with business's name and arena
 - Advertising on golf cart used by staff around show grounds.
 - Logo included in various photo opportunities around the show.
 - Private guided tours and introduction throughout the barns to meet exhibitors.
 - 2 full page ads in show Program*
 - Signage during the Event
 - Ad/Logo presence on LED screens located all around show grounds.
 - 2 sponsored meals in our events area open to all exhibitors
 - 30 second video footage played on LED screen during the sponsored meal*
 - Daily PA Announcements every session of the show
 - Logo presence on CNAC website
 - 1 CNAC social media post
 - 30 second video footage spot on Jumbotron playing several times per day in main event arena*
- * all ads and videos must be supplied as per the specs provided.



PREMIERE PARTNER

\$15,000

PREMIUM GOLD PARTNERSHIP

- Arena Signage During the Event
- Ad/Logo presence on LED screens located all around show grounds*
 - Full page Ad in Show Program*
- Daily PA Announcement during show
 - Logo presence on CNAC website
 - 1 CNAC Social Media post
- Sponsored Meal in the Events area open to all exhibitors
- 30 second video footage played on LED screen during the sponsored meal*

*all ads and videos must be supplied as per the specs provided.

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 LED screens located all around show grounds.*
 - Full Page Ad in Show Program*
- Daily PA Announcements for company during the show
 - Logo presence on CNAC Website
 - CNAC social media post

*all ads and videos must be supplied as per the specs provided.

MORNING HOSPITALITY • SOLD OUT

- Coffee and snacks set in hospitality area for all to enjoy
 - Coffee and snacks delivered around show all morning on golf cart with sponsor's signage
 - Advertising on daily menu ads
 - PA Announcements during the show
 - 1 CNAC Social media post
 - 1 page ad in the show program *
 - 30 second video footage space on LED screen in hospitality area daily during morning hospitality*
 - One exclusive sponsorship opportunity available
- * Program ad and LED screen video must be supplied as per specs provided

CANADIAN HOSPITALITY MEAL • \$5000

- 1 sponsored meal open to all exhibitors in our events area
 - Advertising on daily menu ads
 - PA announcements during the show
 - 1 CNAC Social media post
 - 30 second video footage space on LED screen in events area daily during sponsored meal *
 - 1 full page ad in Show program*
- * Program ad and LED screen video must be supplied as per specs provided

ELITE STABLING SPONSORSHIP • \$5000

- Elite stabling in premier locations (first paid first served basis and CNAC seniority)
 - Prebedded stalls prior to arrival (shavings not included)
 - Ad/logo presence on LED screens located around the grounds*
 - 1 full page color ad in show program
 - 1 CNAC social media post
- * all ads and videos must be supplied as per specs provided

GOLD SPONSORSHIP • \$3000

- Ad/Logo presence on LED screens all around the show*
 - Logo presence on CNAC website
 - 1 CNAC social media post
 - 3 class sponsorships with name in program and announcements during the show
- * all ads and videos must be supplied as per the specs provided.

OPEN BAR NIGHT AT THE BARN BAR • \$2500

- Free drink tickets handed out up to \$1500 in value
 - Ad/Logo presence on CNAC website
 - 30 second video footage playing on LED screen at the Barn Bar for the night of sponsorship.
 - Ad/Logo presence on LED screens all around the show*
 - 1 CNAC social media post
 - Advertising on daily menu ads
- * all ads and videos must be supplied as per the specs provided.

SILVER SPONSORSHIP • \$1500

- Ad/Logo presence on available LED screens all around the show
 - 1 CNAC Social Media post
 - 2 class sponsorships with name in program and announcements during the show
- * all ads and videos must be supplied as per the specs provided.



SUPPORTER SPONSOR LEVELS



Be a part of the excitement and support the magic of the Arabian horse. As a Supporter, you'll contribute to the success of our event and enjoy recognition at the show.

JUMBOTRON ADVERTISING • \$1000

- 30 second video (or images) spot on Jumbotron in main event arena playing several times a day

* video must be supplied as per the specs provided.

PROGRAM ADVERTISEMENT • \$750

- 1 full page color ad in show program

* ad must be supplied as per the specs provided.

SINGLE CLASS SPONSORSHIP • \$500

- 1 class sponsorship, with name printed in program and announced during class
- Ad/logo displayed on LED screens around the show *

* ad must be supplied as per the specs provided.

FRIENDS OF CNAC • \$50-\$250

- We appreciate any amounts donated to help the success of the show
- Name listed on group ad on LED Screens around the show.

The success of Canada's National Arabian Championship is made possible in part by the invaluable contributions of all our sponsors.

Join us in making the 2025 show even more spectacular. Your sponsorship will help us elevate the event to new heights and provide unforgettable experiences for participants and spectators alike.



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Please direct sponsorship enquiries to:
sponsorship@arabiannationals.com

www.arabiannationals.com