

2025



**Northwest Reined
Cowhorse Association
Sponsor Packet**



HISTORY

In the beginning, there was the horse . . .

Nowadays, cowhorse competitors compete for millions of dollars in prizes. It wasn't always that way.

In the competitive reined cow horse arena, the finesse of modern horsemanship blends seamlessly with time-tested training methods. The show horses of today trace their performance roots to the meticulous, centuries-old process used by the California vaquero to create his most valuable working partner: a horse that could be controlled by a whisper-light touch on the reins, yet still possess the speed and grit to master the rankest cattle. The culture of the vaquero springs from the early Spanish and Mexican horseman of California who managed range-bred livestock on the vast "Californio" ranches during the 18th to the and part of the 19th centuries. Many historical accounts describe the rank and wild nature of these cattle. The vaqueros needed a quick-footed, intelligent horse with nerves of steel to assist them with daily chores like branding, sorting and doctoring. A trusted cow horse was a necessity, not an option, and over time, the vaquero developed a training system still revered for its elegance and precision.

For almost 150 years, the reined cow horse was famous throughout California and into the West. In the early- to mid-19th century, the Gold Rush changed the complexion and future of California. The influx of newcomers into the Golden State helped to dissolve the vast cattle ranches of earlier days. On the ranches that did remain, modern livestock management techniques and machinery eventually eliminated much of the need for a well-trained, versatile working horse.

By the early 20th century, the reined cow horse had gone from being a necessity to a luxury, and there was little activity to sustain the history or background of this training tradition. Most ranchers were struggling to survive the Great Depression. This trend continued through World War II; few people had the time to be concerned with the history, the horses and the training programs of "the old days."

The National Reined Cow Horse Association was formed in 1949, with the goal of preserving and educating the public about the rich history of this traditional horsemanship. The NRCHA is responsible for promoting the sport and ensuring high standards of competition. The organization was originally called the California Reined Cow Horse Association. Despite the name change, the association has continued to celebrate the early California traditions of highly-trained working cow horses and today, 64 years after its creation, continues to work to keep the vaquero tradition alive in today's equine industry.

The NRCHA also supports numerous affiliate clubs across the United States and abroad. These groups serve as the association's backbone, holding many NRCHA-sanctioned competitions and events each year. The affiliate clubs often provide the starting point for riders who are interested in reined cow horses.



Dear Sir/Madam;

On behalf of the Northwest Reined Cowhorse Association (NWRCHA), I am writing you to ask for your support for our 2025 show season.

The NWRCHA was established in 1997 to carry on the cowhorse tradition in the Pacific Northwest. We have well over 100 members that travel from all over the Pacific Northwest, Canada, and California. In 2025, we are planning to have 8 shows throughout the great states of Oregon and Washington and as we travel, we spend money for lodging, fuel and food not to mention the occasional shopping sprees.

Our members spend thousands of dollars in our communities in the way of feed, supplements, veterinary care, and farm supplies, as well as our associated farms and ranches purchasing and maintaining equipment, buildings, facilities and so on. As horsemen and women we know the importance of caring for the athletes that make the sport of cowhorse so exhilarating.

We recognize the need to assist our sponsors by helping extend their advertising dollars and generate more sales. The NWRCHA has committed itself to increasing value for all sponsors. We recently added a video screen to feature our sponsors names, logos, and even video advertisements! This is located in our arena seating area and will be visible throughout the day at each of our shows to competitors and spectators alike. The NWRCHA website will include links to your site where you can share information about your company and products or services that you offer directly from our site, www.nwrcha.com. We will also promote your business on our NWRCHA Facebook page which presently has over 5000 followers.

We need your support to help keep cowhorse alive and well in the PNW, but in return we are determined to give you the best value available. We encourage you to take advantage of this program and work with us to maximize your sponsorship.

Please see the attached information for more details regarding our sponsorship program. Please feel free to call me or contact the NWRCHA office with any questions you might have.

Sincerely,



NORTHWEST REINED COWHORSE ASSOCIATION 2025 SPONSORSHIPS

On behalf of the Northwest Reined Cowhorse Association, thank you in advance for your consideration of sponsoring this great organization. Currently, 6 or 7 shows are scheduled for the 2024 season starting in March and running through July or August.

Premier Sponsor - \$2,000 and Above

Includes:

- Your video advertisement played on revolving loop during our shows.
- Your banner placed in the arena at all shows produced by the NWRCHA.
- Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook page.
- Special consideration to sponsors requirements – contact us for a custom package

Saddle Sponsor - \$2,800

Includes:

- Your video advertisement played on revolving loop during our shows.
- Your banner placed in the arena at all shows produced by the NWRCHA.
- Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook page.

Corporate Sponsor - \$1,000 and Above

Includes:

- Your video advertisement played on revolving loop during our shows.
- Your banner placed in the arena at all shows produced by the NWRCHA.
- Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook page.

Awards Sponsor - \$600 and Above

Includes:

- Your logo will be displayed on a revolving loop during our shows.
- Your name will appear any time the class is in print and announced by the NWRCHA.
- Sponsor provided banner placed in the arena at all shows produced by the NWRCHA.
- Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook page.

Added Money Class Sponsor - \$500 and Above

Includes:

- Your logo will be displayed on a revolving loop during our shows.
- Your name will appear any time the class is in print and announced at the show.
- Sponsor provided banner placed in the arena at all shows produced by the NWRCHA.

Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook.

Cowgirl Classic Buckle Sponsor - \$250

Includes:

Cowgirl Classic monogrammed merchandise to be determined by the NWRCHA Sponsorship Committee. (e.g. vest, jacket, jewelry, cup, etc).

Your logo or name displayed at all shows produced by NWRCHA. (Sponsor to provide logo or artwork)

Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook page.

Buckle Sponsor - \$170

Includes:

Your logo or name displayed at all shows produced by NWRCHA. (Sponsor to provide logo or artwork)

Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook page.

Sponsorship in any other amount

Includes:

Your logo or name displayed at all shows produced by NWRCHA. (Sponsor to provide logo or artwork)

Sponsor profile on NWRCHA website (nwrcha.com) with a link to sponsor's website and the Northwest Reined Cowhorse Association Facebook page.