



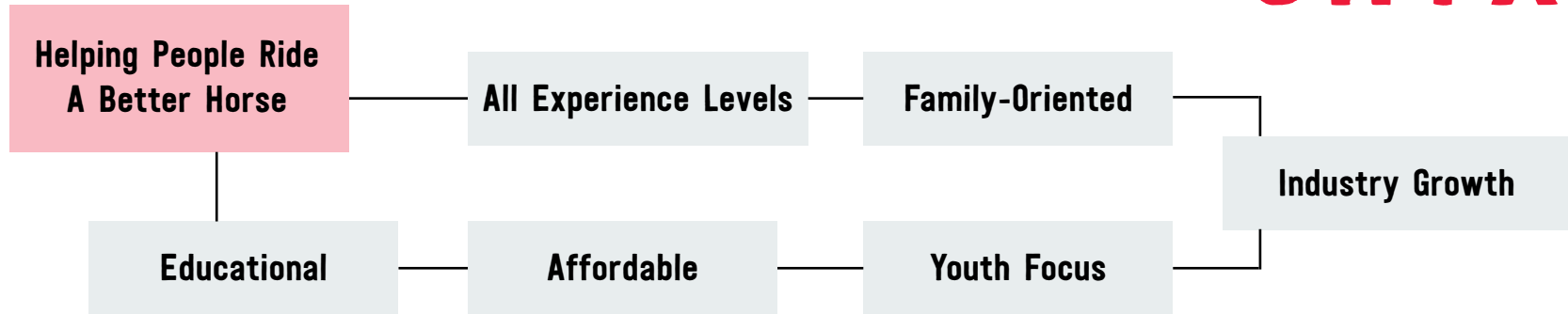
SH-TX
Stock Horse of Texas

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PARTNERSHIP *Opportunities*

SHTX was formed in 1995 by a panel of horsemen who believed in a true ranch/stock horse. These visionary individuals based every aspect of SHTX, from our clinic program to our four-class system, on the idea of “helping people ride a better horse.”

SHTX



EDUCATION IS KEY

Clinics are paired with almost every SHTX event. Clinics promote learning in a relaxed atmosphere that suits both beginners and experienced riders. Premier horse industry clinicians, including several World Champions, are regular teachers at our events.

SHTX GOALS & FOCUS

- ★ Developing partnerships between rider and horse
- ★ Novice clinics
- ★ One-on-one learning opportunities
- ★ Collegiate programs
- ★ Online Seminars
- ★ Providing live cattle for people to practice & learn
- ★ Affordable fun
- ★ Learning atmosphere
- ★ Providing competition at various levels so riders can compete against their peers

SHTX Brings People to the Equine Industry

Stock Horse of Texas
Published by Jill Dunkel · January 5 ·

Kick off 2021 by knowing how to mark +1! Understand what goes into a judge's maneuver score, and learn more about penalties and how to avoid them. This is an online LIVE workshop! Can't make one of the dates? No problem...a recording will be available to all who sign up. <https://stockhorsetexas.org/shop.asp...>

+1 SHTX & VRH Rules Workshop
with AGHA Judges Sharon Weltmann and David Avery, moderated by Shannon Pigott

Develop a deeper understanding of how a judge evaluates a run, and what you can do to improve your score...and start marking +1!

FOUR ONLINE SESSIONS via ZOOM

- Jan. 19 — Ranch Trail
- Jan. 26 — Reining
- Feb. 2 — Ranch Riding & SHTX Pleasure
- Feb. 4 — Cow Work 6:30pm each night

- What contributes to a judge's maneuver score (+1 1/2 to -1 1/2)
- Test your knowledge on penalties
- Learn the judge's secrets on 'to do' and 'avoid' while showing
- Watch runs with feedback from the judge
- Ask your burning questions in Q&A segments

599 includes all four sessions
Plus handbook, scorecards & "You Be The Judge" video segments
Link to recorded workshop so you can review or watch later

Sign up at www.stockhorsetexas.org Registration deadline — January 17

Download? Call SHTX at 800-846-1400 or Shannon Pigott at 210-610-8947

STOCKHORSETEXAS.ORG
Shop Stock Horse of Texas
Visit the online store for Stock Horse of Texas

6,835 People Reached 1,324 Engagements

Sign Up Boost Again

Our members are **DEDICATED** and **LOYAL**.

High quality shows and year-end prizes, a strong family atmosphere and a great weekend experience keep our members coming to shows regularly all year long.

SHTX

reach

10-12 SHTX Shows per Year

15-20 SHTX Clinics per Year

300-700 People in Attendance

2000+ Annual Paid Members

Over 5500 Newsletter & E-blast subscribers

**-avg. open rate 25%, click rate 16%
(industry avg. 18%/2%)**

**Prestigious World Championship
& Derby each Fall**



members from
25 STATES



SHTX affiliate, **COWN Stock Horse Association**, produces shows in the Colorado, Wyoming and Nebraska area.

<https://stockhorsetexas.org/>

Social Media

f 8900+ LIKES
9700+ FOLLOWERS

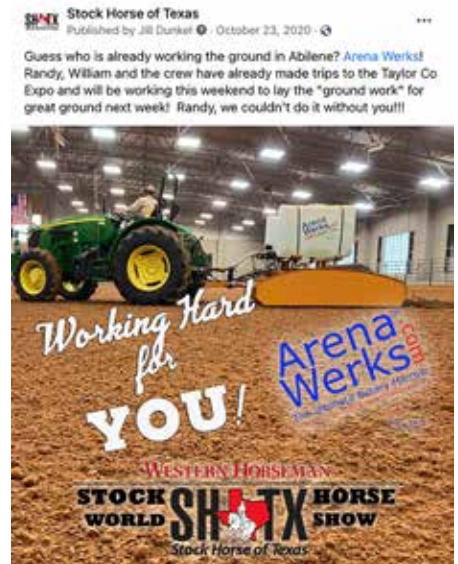
FALL 2021
28-day TOTAL Reach
78,000+ average

Instagram **GROWING FOLLOWING**

United States, Canada, Mexico, Australia, Italy, Brazil, Costa Rica, Germany, Netherlands, United Kingdom

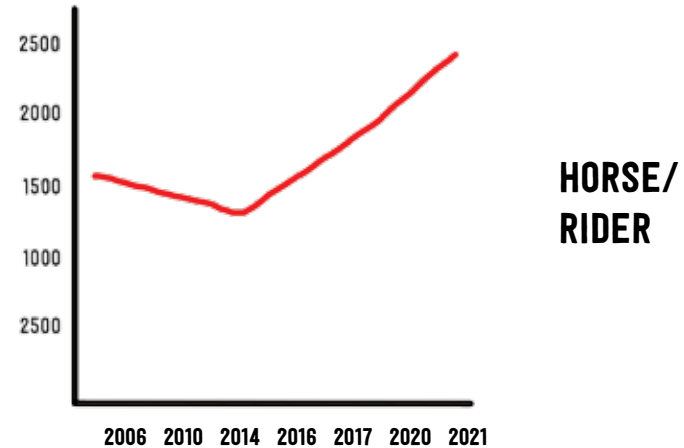
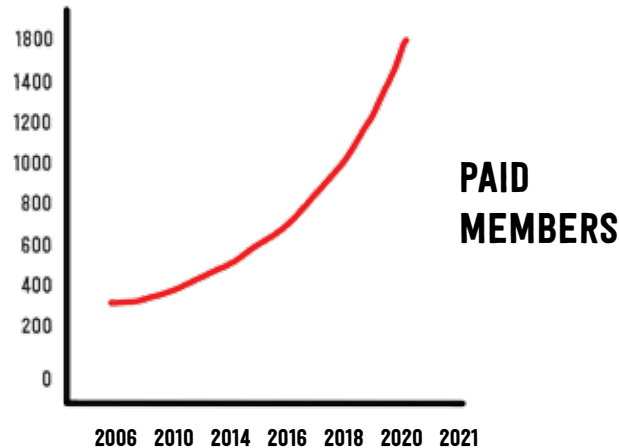
f Stock Horse of Texas

Instagram Stockhorsetexas



SHTX offers an entry-level option for grassroots horse owners to learn, enjoy and compete. Many riders work their way through our skill level-based divisions. As their abilities improve, SHTX feeds other industry organizations such as AQHA, APHA, NRCHA, NRHA and NCHA, while many continue to show with SHTX.

SHTX growth



SHTX is part of the future of the horse industry, promoting Youth and Collegiate stock horse programs!

★ **Tremendous growth across SHTX clinics (↑20%), competitions (↑41%) and premier events (↑57%)**



FUN Youth Activities

★ **The number of SHTX youth riders has doubled from an average of 20 in 2016 to 50-60 regularly in attendance in 2020-21**

★ **SHTX hosts 5 collegiate shows each year, plus the SHTX Collegiate World Championship**

AQHA

AMERICAN QUARTER
HORSE ASSOCIATION

SHTX has Strategic Marketing Alliances with NRCHA, AQHA and APHA recognizing SHTX as one of the leaders in the stock horse industry.



NRSHA

NATIONAL RANCH AND
STOCK HORSE ALLIANCE

SHTX is a Founding Member of the National Ranch and Stock Horse Alliance.



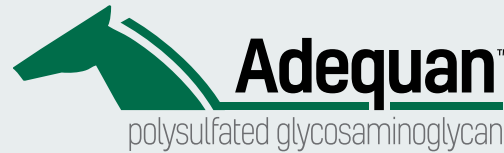
SHTX

alliances



SPONSORSHIP

TEAM



Total Feeds

A few of our many National Sponsors



Annual Sponsorship Opportunities

- ★ **Presenting Sponsor of SHTX Show Year - \$25,000**
 - All weekend shows (typically 8 shows) would be "Presented by...."
 - Custom advertising package, eblasts, etc.
 - Includes logo on all regular season show flyers & schedules, plus other Diamond benefits
- ★ **Annual Education Title Sponsor (8 clinics minimum) - \$10,000**
 - Includes logo on all weekend show flyers & clinic schedules, plus other Diamond benefits
 - Opportunity to speak at Lunch & Learns throughout the year
 - Custom advertising package, eblasts, etc.
- ★ **Annual Arena Title Sponsorship - \$5,000**
 - Arena title with your business; Includes logo on show schedules, flyers & handouts, signage at the arena, plus Platinum benefits
- ★ **Year-end Saddle Sponsor with logo on cante - \$18,000 (all divisions); \$3,000 (per division)**
- ★ **Year-end Jacket Sponsor - \$1,500**
 - exclusively your logo on 10 jackets and 1 jacket for yourself, plus Silver benefits (if available)
- ★ **Banner Sponsor - \$1,000**
 - banner at all SHTX shows and Silver benefits
- ★ **Year-end Buckle Sponsor**
 - Class Champion - \$350 (per buckle)
 - Reserve Champion - \$250

World Show Sponsorships

- ★ **Division Title Sponsor - \$4,000**
 - ie. the "XYZ Boot Non Pro Division"
 - Includes show logo on world show flyer & extensive advertising, plus business name on all printed scheduling, world show booth and Gold benefits
- ★ **Arena Title Sponsor - \$2,500**
 - ie. "Arena Werks Reining Arena"
 - Includes show logo on extensive world show flyer, banners & advertising, signage at the sponsored arena, plus Gold benefits
- ★ **Vest Sponsorship - \$1,500 (if available)**
 - Includes your logo on all World Show vests along with other sponsors, and 1 vest for yourself, plus Silver benefits
- ★ **SHTX "Family" Sponsorship - \$1,000 (limited to 15)**
 - Includes VIP RV (2) & stalling reservations (6)
 - Early Paid Practice Schedule selection
 - Logo/name on World Show banners/signage
 - Listed online as World Show sponsor
- ★ **World Show Buckle Sponsorship - \$350**
 - Recognition online, world show signage & at awards, listed online

SHTX sponsor levels

**We would love for you
to join us and Ride with
the SHTX Brand!**



***WORLD SHOW video commercial opportunities on concourse televisions
Have other ideas? Give us a call. We'd love to customize a sponsorship plan for you.***

	arena banner	booth space	e-blasts Facebook	ads in newsletter	SHTX jackets	Banquet tickets	SHTX memberships	ad in World Show program	logo placement	Exhibitor benefits
DIAMOND \$10,000 +	★ ★	SHTX shows & World Show	custom-designed pkg	(4) full-page	2	4	2	full page	rule book e-blasts website scroll	1 VIP RV reservation at every show
PLATINUM \$5,000 +	★ ★	SHTX shows & World Show	6-10/year	(4) 1/2 page	1	2	1	1/2 page	rule book e-blasts website scroll	1 VIP RV reservation at every show
GOLD \$2,500 - \$4,999	★	SHTX shows & World Show	4-6/year	(2) 1/2 page		1		1/4 page	rule book e-blasts website scroll	1 VIP RV reservation at every show
SILVER \$1,000 - \$2,499	★							logo in program	rule book e-blasts website scroll	

Bronze (\$500-\$999) and Friend (\$250-\$499) sponsorships receive website link and recognition in the rulebook and all e-blasts

Thank You
for your support!



Sponsorship Level: _____

Name/Business: _____

address: _____

city: _____ state: _____ zip: _____

phone: _____ email: _____

credit card: _____ exp: _____ zip: _____ cvv: _____

Please return to:

Stock Horse of Texas Association

PO Box 549, Archer City, TX 76351

Phone: 855-846-7468

Fax: 800-429-6502

stockhorsetexas@att.net





“Helping People Ride a Better Horse”

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